

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Management Sciences

## Bachelor of Business Administration (BBA)

Scheme and Syllabus (w.e.f. AS 2021-22)

Course Code: BBA 303

Course Name: Business Policy and Strategy

L - 3, T - 0

Credits – 3

**Objective:** The course aims to acquaint the students with the nature, scope and dimensions of Business Policy and Strategy Management Process.

### Course Outcomes:

**CO1:** Describe the concept of Business Policy, its evolution and strategic management.

**CO2:** Perform the SWOT analysis

**CO3:** Develop skills to formulate various strategies in different Business portfolio models.

**CO4:** Discover the issues in Strategy Implementation.

### CO-PO Mapping

#### BBA 303 – Business Policy and Strategy

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
AVG	3	3	3	3	3	3	3	3