

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SESM01 MBM5SESM01 MFB5SESM02
Course Title	Business Development Strategies

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Explain Business Development strategies.
2. Develop plan to execute Business Development strategies.
3. Analyze the strategies in business context.

Syllabus

Teaching Hours

<p>Unit 1: Introduction to Business Development Strategies</p> <ul style="list-style-type: none"> • What is Business Development • Understanding Business Development • Identifying areas for Business Development 	03
<p>Unit 2: Formulating Strategies</p> <ul style="list-style-type: none"> • Formulating Business Development Strategies • Evaluating Opportunities for Business Development – SWOT Analysis • Selecting Opportunities to Pursue • Tools for growth 	06
<p>Unit 3: Executing Strategies</p> <ul style="list-style-type: none"> • Executing Business Development Strategies • Resource and Capability Analysis • Expansion or Diversification? • Organic or Inorganic? • Challenges for family business • Collaborative business development strategies 	06

Suggested Readings:

1. Ndubisi, N.O., Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes, IGI Global
2. Beaver, G., Small business, entrepreneurship and enterprise development. Pearson Education.