

**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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<b>Course Code</b>	<b>MFT5SESM01 MBM5SESM01 MFB5SESM02</b>
<b>Course Title</b>	<b>Business Development Strategies</b>

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