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| Happy Valley Business School | | | C:\Users\Sandy\Desktop\New folder (3)\HVBS PNG 1.png |
| Department(s): Master of Business Administration | | |
| Semester: 03 | Section(s): A&B | |
| **Strategic Management** | |  |  |
| Course Instructor(s): Santhosh Raja R | | | |
| Activity : **BCG Matrix** | | | |

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| **Activity Objectives** |
| * To understand the Corporates Business Units positions in the industry * To make decisions on the SBU strategy |
| Activity Outcomes |
| * Finding the Best Strategies for the SBU |
| **Activity** |
| The students should identify a corporate which has multiple SBUs under them and they need to list the SBUs.  The students are been asked to collect the following data from the web source   1. Volume of Sales (Total industry this Year) 2. Volume of Sales (Total industry this last year) 3. Leading Competitors Sales Volume 4. Calculate the Relative market Share 5. Calculate the Market Growth Rate   An Excel Template is used to feed in the above mentioned data and the calculation will happen on it own and the final results will be published in the BCG graph in the Excel Sheet.  The students need to find out and suggest which SBU falls under which category in BCG matrix and what should be the right strategy for each SBUs |