

MODULE DESCRIPTOR

MODULE TITLE	BUSINESS STRATEGY		
MODULE CODE	AC3500 (L6)	CREDIT VALUE	20 CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to provide students with an understanding of the development and implementation of business strategy. The module exposes students to a range of approaches to strategy and invites them to consider and rationalise their choice or advice in different situations

MODULE CONTENT

This module addresses contemporary and emerging themes in business strategy and therefore the syllabus will change depending on current issues. However, it will always cover the following standard areas:

What is Strategy?

The Business Environment;

Strategic Capability and Purpose;

Strategy & Culture;

Strategic Choices;

Business & Corporate Level Strategy;

Methods & Evaluation;

Strategy in Action;

Development Processes;

Organising & Resourcing & Managing Change;

The Practice of Strategy

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1.	Critically analyse an organisation and identify and evaluate the major forces that are at work
2.	Critically evaluate appropriate tools and techniques to examine the strategic options and to explain and assess the consequences of those choices
3.	Evaluate and assess the impact of organisational change
4.	Evaluate the viability and impact of adopted strategies

TEACHING METHODS

The learning on this course will comprise 3 critical elements:

- Weekly lecture to introduce concepts relevant to the syllabus
- Weekly seminar following the lecture where a related question will be discussed (initially in groups) to ensure that students are clear how to apply the ideas introduced in the lecture
- Students preparing an answer to the plan we create in the seminar and submitting that for marking

Each week there will be extra questions and answer plans available on Blackboard but it is important that students prepare an answer to the question used in the seminar to ensure that they fully understand the topic.

There will also be multiple choice tests on Blackboard each week to assist students preparing for that element of the Coursework Test.

The assessment strategy is designed to allow students to gain proficiency in the fundamental technical and computational aspects of the subject. It is also designed to meet the Accountancy Professional Bodies exemption criteria as well as test the width and depth of a student's knowledge.

During this module students will develop and enhance the graduate attributes of numeracy, problem-solving and planning. This will aid employability with the accounting profession and careers in general business management.

Formative feedback on seminar and practice questions is provided to students on a weekly basis, with additional support available in the timetabled Technical Support Workshops.

ASSESSMENT METHODS

This module is assessed through a coursework essay (50%) and an exam (50%).