

MODULE DESCRIPTOR

MODULE TITLE	BUSINESS STRATEGY		
MODULE CODE	BU3413 (L6)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

This module seeks to provide students with a background in business analysis, strategic decision making and strategy development. The focus is on the development of strategy and strategic concerns given that strategy is inextricably linked to the nature, structure, and success of business. This module will evaluate practically the different, and sometimes conflicting, perspectives, concepts and models within this field. A large component of this module involves students learning and applying various models, frameworks and concepts to organisational case studies in attempts to analyse the company's strategic choices and actions.

MODULE CONTENT

Theme 1: An Introduction to Strategy

- Definitions, viewpoints, levels and statements
- Connections to competitive advantage

Theme 2: Strategy Formulation

- Strategic schools of thought
- Deliberate versus emergent approaches

Theme 3: The Strategic Position

- The collection, analysis and interpretation of data
- The wider environment
- Industries and sectors
- Competitors and markets

Theme 4: The Strategic Choice

- Choice
- Competitive strategy
- Strategy directions and evaluation

Theme 5: Strategic Implementation

- Strategic Change
- Human behaviour and change

INTENDED LEARNING OUTCOMES

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

1. Select and apply appropriate tools and techniques to examine strategic options and explain the consequences of those choices.
2. Apply and analyse various theories that underpin an understanding of business strategy and the associated analytical tools and techniques to analysing strategic options.
3. Critically relate strategy concepts and perspectives to a range of dynamic and changing organisations.
4. Interpret and effectively communicate strategy concepts and perspectives using a range of methods.

TEACHING METHODS

The module is delivered via lecture and seminar sessions. Lectures enable new concepts, frameworks and perspectives to be delivered to the whole group and the seminar delivery enables the flexibility for students

to experience more practical elements, such as working in groups on tasks and engaging in discussions and debate and practice applying the frameworks to organisation case studies. In the seminars a strong emphasis is placed on activity based learning using realistic materials in a practical context and a variety of materials will be used; videos, case studies, group discussions and practical exercises. Some of the sessions will be delivered in a pc room to enable students work practically on their poster presentation. Within these seminar sessions, time is also built in for academic skill support in terms of building on students prior abilities. Module activities will therefore assist in the further development of students' communication, critical thinking and debating skills. This module will also encourage a collaborative learning environment that encourages students to learn with, and from, each other.

The assessment on the module involves two summative pieces; a poster presentation and an examination. Academic support is provided within the module to enable students to maximise both their skill development in terms of academic writing (such as referencing, using academic sources, structuring and presenting the poster) as well including revision and exam preparation techniques.

The module is fully supported by blackboard eLearn and therefore module materials from both the lecture and seminar as well as assessment related information, will be posted on the module area on blackboard.

ASSESSMENT METHODS

This module is assessed through a poster presentation and an examination.