

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.	Undertake an analysis of an organisation and identify and evaluate the major forces that are at work
2.	Select and apply 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

TEACHING METHODS

All of the materials will be hosted on the University's Virtual Learning Environment (VLE) WebCT (Blackboard). The subject material for the modules is broken down into learning activities. Each learning activity provides subject material in a variety of ways – recorded lectures, -e book and journal readings, - open educational resources e.g. the OU's Openlearn and MIT's Opencourseware initiatives and others. Students are able to discuss and ask questions about the subject materials via email and discussion forum. Additionally, each module has a live one hour virtual session each week. These sessions occur in the evening using the Universities web-based video-teleconferencing software Adobe Connect. Students are able to see and hear the member of staff delivering the session and can ask questions via a "chat" interface or they can

choose to appear in the virtual room and voice their questions and comments. Most lecturers use the hour flexibly and often deliver additional power point material, answer questions and discuss assignments in the same session. All the sessions are recorded (the entire virtual room, voice, video, chat etc.). The recorded sessions are then made available on the VLE so that students who cannot attend “live” can watch the recording. All students can re-watch the recordings any time they choose.

The assessment for this module is based on two Case Studies assessed in a timed exam which the students must analyse and comment on. A practice case is used early in the module to familiarise students with the approach. The second assessment is an academic essay designed to assess students understanding of key concepts.

ASSESSMENT METHODS

This module is assessed through a test (30%) and exam-based case studies (70%).