

Module code: MOD003337	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
Business Strategy

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
6	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module focuses on the process of strategic management in organisations. This involves the evaluation of the organisation's situation, analysis and selection of strategic alternatives, and implementation and evaluation of the strategic plan. The module develops the student's ability to work within a team (comprised of various business majors), as well as oral, written, and analytical skills. The course presents conceptual information through readings, lectures, a business game simulation, team presentations, and other class activities. The analysis of case studies of actual business situations including international, non-profit, manufacturing, and service industries will serve as a means of applying the course concepts and develop the students' ability to integrate business concepts. The module requires the students to utilize information from a variety of business areas covered in the Business Core including: Accounting, Information Systems, Finance, Marketing, and Management. Assessment in this module will be by way of a group strategy simulation exercise completed throughout the term, and an individual project exploring the experience.

6b. Outline Content
- Charting the Company's Direction - External/Internal Environmental Analysis - Competitive Strategy - Competition (market) analysis - Competitive Position - Corporate Strategy - Corporate Structure, Systems and Rewards

6c. Key Texts/Literature
Key Text: Arthur A. Thompson Jr, A. J. Strickland III, and John E. Gamble, The Quest for Competitive Advantage: Concepts & Cases, 17th Edition, published by McGraw Hill. Additional Reading/Resources: Electronic Resources associated with the textbook, Articles posted on the VLE by the Instructor.
<i>Last Updated:</i>

6d. Specialist Learning Resources
None

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Improve abilities of strategic problem identification, analysis and solution.
2	Knowledge and Understanding	Integrate business capabilities and functions in an analytical manner.
3	Knowledge and Understanding	Improve oral and written presentation abilities.
4	Knowledge and Understanding	Improve ability to work as part of a team.
5	Intellectual, practical, affective and transferrable skills	Demonstrate an understanding of key strategic management concepts, models and literature and apply knowledge of strategic decision making in a variety of 'real world' contexts.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-5	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Other teacher managed learning	48	1-5	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials), or equivalent.
Student managed learning	228	1-5	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	40 (%)	Fine Grade	30 (%)
Details:	GROUP STRATEGY SIMULATION - THROUGHOUT MODULE - EQUIVALENT TO 3000 WORD ASSIGNMENT				
Group Strategy Simulation - throughout module - equivalent to 3000 word assignment					
011	Practical	1-5	60 (%)	Fine Grade	30 (%)
Details:	FINAL PROJECT AND PRESENTATION - EQUIVALENT TO 3000 WORDS				
Final Project and Presentation - equivalent to 3000 words					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements