

Module title: Business Strategy

Module code:	MBS	NQF level:	Level 7
Credit value:	10 credits	Study duration:	6 weeks

Module description

The module provides a critical analysis of the key principles, theories and concepts of Business Strategy and Strategic Management. Knowledge from other MSc modules is integrated within the context of the strategic planning process, strategic analysis, choice, implementation and review.

The module draws on and synthesises insights from other disciplines, leading to a variety of perspectives and debates about the validity, practicality and usefulness of different business and strategic management approaches.

Aims

This module aims to:

- To provide a critical understanding of business strategy and strategic management.
- To introduce and critically examine different schools of thought within the strategic management area.
- To enable critical analysis of strategic management theory and practice in organisations the business and strategic management environment.
- To provide an understanding of ethical frameworks around strategic decision-making.

Learning outcomes

On completion of this module students will be able to:

- Demonstrate an understanding of key approaches theories and concepts that inform business strategy and strategic management.
- Critically appraise different schools of thought in business strategy and strategic management.
- Evaluate and apply the different schools of thought to business practice and analysis of strategic management.
- Critically explain and critically analyse a range of strategies linking theory to practice and to contemporary managerial concerns, with particular focus on sustainability and corporate social responsibility.

Units covered

- 1) Strategic planning and organisation
- 2) Strategic position – analysis
- 3) Strategic choice
- 4) Strategic options
- 5) Strategy in action
- 6) Corporate social responsibility

Learning and teaching methods

The learning and teaching methods for the module follow the online delivery strategy for the programme as a whole. The module will be delivered by reading materials available on the learning platform supported by pre-recorded lecturecasts, synchronous Question and Answer (Q&A) sessions and directed independent study. Students will be encouraged to identify and share relevant resources and are expected to extend and enhance the knowledge and understanding they acquire by regularly consulting on-line library materials relating to the course. Tutor support will be available to students via online office hours, pre-arranged telephone and/or Skype calls and email communication.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
2 Assessed Discussion Activities	Two weeks	Weeks 2 and 4	20%
Journal Entries	200 - 300 words each	Weeks 2, 4 and 6	10%
End of Module Project	2,500 – 3,000 words	End of module	70%