



Business Strategy

Module Code	MBS	NQF level:	7
Credit Value	10	Study duration:	6 weeks

Module description:

The overarching objective of this module is to introduce students to the concepts of business strategy and strategic management. Strategic management, both as an academic discipline and in the eyes of practitioners, has undergone many different periods each shaped by certain schools of thought.

This course offers students a comprehensive and engaging introduction to the strategic management arena, introducing five different schools of thought and critically appraising each of them. Through a variety of teaching styles incorporating lectures, group work and group discussions students will be engaged in deep and critical analysis of business strategy and strategic management and its application to business today.

This module aims to:

- provide students with a critical understanding of business strategy and strategic management
- introduce students to different schools of thought within the strategic management area, critically appraising each of them
- enable students to independently and critically analyse strategic management practices in organisations

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 on the topic, understanding their benefits and limitations
- apply the different schools of thought to business practice

Syllabus

- Images of Strategy
- Strategy as Organising
- Strategy as process, power and change
- Strategy as Orchestrating Knowledge
- Strategy as Creativity

Learning and teaching methods

The Learning and Teaching Methods for the Module follow the intended 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 lectures, synchronous question and answer (Q&A) sessions, group and individual tasks, and directed independent study. Students will be encouraged to identify and share relevant web-based 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. Lecturers engage students outside the classroom through online office hours, appointments and email communication.

Description of unit of assessment	Length/Duration	Submission Date	Weighting
4 Assessed Discussion Activities	Two weeks	Every two weeks	20%
End of Module Project	3,000 words	End of module	70%
Journal Entries	300-500 words	Every two weeks	10%