This module aims to:
- Develop in students a firm comprehension of the role of strategy and policy in the success of business organisations.
- Equip students to critically evaluate and review existing theories, concepts and practices in strategic management.
- Develop the diagnostic and analytical skills of students in the application of strategy and policy development in business organisations.

Learning outcomes
On completion of this module, students will be able to:
- Demonstrate comprehensive knowledge of the nature of strategy and its importance in an organisational context.
- Express a holistic comprehension of the core principles of strategic management.
- Display critical analytical and problem-solving techniques in appropriate business contexts, with the capacity to present conclusions professionally.
- Demonstrate initiative and creativity in the selection of suitable competitive strategies for organisational success.
- Display firm understanding of the importance of the strategic intent, purpose and culture in determining organisational effectiveness.

Syllabus
- Introduction to Strategy
- The Environment
- Strategic Capability
- Expectations and Purposes
- Business Level Strategy
- Corporate Level and International Strategy
- Directions and Methods of Development
- Organising for Success
- Enabling Success
- Managing Strategic Change

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 through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and Tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.