

Module title: Business Strategy

Module code:	BSTRAT	NQF level:	Level 6
Credit value:	15 credits	Study duration:	9 weeks

Module description

This module develops an understanding of the importance, scope and significance of the strategic process applied to organisations. It develops and applies appropriate tools of strategic analysis across a range of organisations, industry sectors and problem areas. An emphasis is placed on the implementation issues associated with effective strategic management.

Aims

- 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.

Assessment

Description of unit of assessment	Length / Duration	Submission Date	Weighting
Discussion contributions	Fortnight	End of Unit 2 and Unit 6	20%
Mid-module Assignment	1,500-2,000 words	End of Unit 4	30%
Journal Entries	300-500 words	Bi-weekly submission	20%
End of Module Project	1,500-2,000 words	End of Unit 9	30%