



Module code	S_PBUS7E	NQF level	7
Credit value	10	Study duration	6 weeks

# Strategy

## Module description

This module is designed to encourage students to reflect on a variety of issues relating to business strategy, such as: the nature of business strategy; the approaches to strategy development; the implications of strategic choices; stakeholder interests and the wider context of strategy. In particular, the module encourages students to evaluate many of the aspects of strategy and strategic thinking that are not usually reflected upon.

This module provides students with an insight into the nature of business strategy and its implications, which go beyond what might be expected in the standard textbook. Consequently, the module offers an insight into a range of current business issues, management dilemmas, ethical considerations, and general governance issues relating to the strategic direction of organisations. Overall, the module provides an introduction to strategy and a critical examination of its application in practice.

### This module aims to:

- Enable students to have an understanding of the nature of business strategy and to evaluate its meaning and implications in practice

### Learning outcomes

On completion of this module, students will be able to:

- recognise and understand the many varied principles, practices and perspectives involved in business strategy making
- demonstrate advanced knowledge and understanding in relation to issues underlying mainstream interpretations of strategic processes
- understand the importance of ideological positions and ethical principles in relation to strategic aspirations and to demonstrate an understanding of the complicated governance issues involved in strategic decision making
- critically evaluate the different tools and techniques used in strategy making

## Syllabus

- Discovering strategy - what is strategy, who are strategists, creating competitive advantage
- The inside-out and outside-in view of strategy
- Market based analyses
- Resource based analyses
- Growth and development
- Market research for strategy diagnosis
- Business level strategies
- Reconsidering organizational purpose
- Strategies for sustainable growth
- Improving your business model

## Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings.

Tutor support will be available to students via phone, email, and a fortnightly seminar session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
End of module project	2,500 to 3,000 words	End of Unit 6	70%
Discussion forums x2	Up to 10 posts in each forum	End of Units 2 and 4	20%
Individual reflective journal	3 entries	End of Units 2, 4 and 6	10%