MODULE DESCRIPTOR

Module Title

Organisational Strategy

Reference	BS4001	Version	4
Created	December 2023	SCQF Level	SCQF 10
Approved	July 2018	SCQF Points	30
Amended	March 2024	ECTS Points	15

Aims of Module

This module aims to provide students with an understanding of the key concepts and frameworks required for formulating strategy at an organisational level. Students will also develop the skills required to practically apply the principles and techniques of strategic management in a range of business contexts. Throughout the module, there is a focus on the importance of stakeholder embeddedness, resource value and capability identification, and the practical issues of strategic management in the modern workplace.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Analyse and critically discuss the impact of external environmental forces on contemporary strategic thinking.
2	Critically evaluate the sources of competitive advantage available to organisations within a particular industry context.
3	Identify and critically evaluate the various strategic options available in various organisational situations.
4	Evaluate the practical issues related to strategy implementation and strategic change.
5	Critically reflect upon personal responses to the nature of strategic decision-making in specific organisational settings.

Indicative Module Content

Core concepts in and the evolution of thought on strategic management. The organisation within a broader strategy environment. The strategic purpose of the organisation, challenging the assumption of economic drivers in strategy. Integration of United Nations Sustainable Development Goals in organisational strategy. The role of varied and often divergent stakeholders. The organisations as embedded in various contexts. The use and strategic value of resources and capabilities, including organisational culture. The role of sustainability in performance measurement and evaluation of strategy. Implications of the political, contextual and relational understandings of strategy-as-practice. Issues of strategic change and organisational inertia. The role and challenges of business development.

Module Delivery

The module is delivered in Blended Learning mode using structured online learning materials/activities and directed study, facilitated by regular online tutor support. Workplace Mentor support and work-based learning activities will allow students to contextualise this learning to their own workplace. Face-to-face engagement occurs through annual induction sessions, employer work-site visits, and modular on-campus workshops.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	30	N/A
Placement/Work-Based Learning Experience [Notional] Hours	240	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body	240	

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5
Description:	Report				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade	Minimum Requirements to achieve Module Grade:
A	A
B	B
C	C
D	D
E	E
F	F
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1	CLEGG, S.R., SCHWEITZER, J., WHITTLE, A., PITELIS, C. 2017. *Strategy Theory and Practice*. 2nd edition. London: SAGE edge.
2	DE WIT, B., 2020. *Strategy: An International Perspective*. 7th ed. Hampshire: Cengage learning
3	WHITTINGTON, R., ANGWIN, D., REGNER, P., JOHNSON, G. and SCHOLES, K., 2023. *Exploring Strategy: Text and Cases*. 13th ed. Harlow: Pearson