

MODULE DESCRIPTOR

Module Title

Business Strategy

Reference	BS4104	Version	10
Created	February 2017	SCQF Level	SCQF 10
Approved	July 2013	SCQF Points	15
Amended	May 2017	ECTS Points	7.5

Aims of Module

To provide students with the ability to analyse the drivers of competitive strategy and apply strategic management principles across a range of organisation types.

Learning Outcomes for Module

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

- 1 Analyse the global business environment and critically discuss the impact the environment has on contemporary strategic thinking
- 2 Critically evaluate the sources of competitive advantage available to firms within a particular industry
- 3 Analyse and critically evaluate the range of strategic options available to firms within a particular industry
- 4 Explain and evaluate the risks associated with implementation of strategic change

Indicative Module Content

The global business environment and the strategic context; Sources of competitive advantage; Levels and types of business strategy; The terminology of strategy; Strategic analysis; Strategy selection; Implementation risks.

Module Delivery

For Full Time students this module is a lecture based module, supplemented with appropriate seminars and case studies and exercises for reinforcement of key concepts. For Part Time students this module is delivered as a Blended Learning module whereby topics are introduced via online presentations including audio/visual activities using a variety of software packages. The learning is then consolidated with monthly workshops.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	24
Non-Contact Hours	114	126
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

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
 Description: Written report

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module: None in addition to SCQF10 entry requirements or equivalent.
 Corequisites for module: None.
 Precluded Modules: None.

INDICATIVE BIBLIOGRAPHY

- 1 CLEGG, S., SCHWEITZER, J., WHITTLE, A., PITELIS, C., 2017. *Strategy: theory and practice*. 3rd ed. London: SAGE.
- 2 JOHNSON, G., WHITTINGTON, R., SCHOLES, K., ANGWIN, D., REGNER, P., 2017. *Exploring strategy*. 11th ed. Harlow: FT/Prentice Hall.
- 3 LAMPEL, J.B., MINTZBERG, H., QUINN, J.B., GHOSHAL, S., 2014. *The strategy process: concepts, contexts, cases*. 5th ed. Harlow: Pearson Education.
- 4 LYNCH, R., 2018. *Corporate strategy*. 8th ed. Harlow: Pearson Education.