

## MODULE DESCRIPTOR

### Module Title

Business Strategy

Reference	BS4104	Version	11
Created	March 2018	SCQF Level	SCQF 10
Approved	July 2019	SCQF Points	15
Amended	July 2019	ECTS Points	7.5

### Aims of Module

To enable students to analyse the various drivers of sustainable strategic development and apply strategic management principles across a range of organisational types.

### Learning Outcomes for Module

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

- 1 Analytically evaluate the impact of current key strategic issues for a business in the global business environment.
- 2 Critically assess the strategic position of firms within a particular industry.
- 3 Critically evaluate the various sources of sustainable strategic development available to firms in the context of their environment.
- 4 Identify key drivers for strategic change with view to evaluating the risks associated with any change implementation.

### Indicative Module Content

Global business issues and the strategic context of organisations; approaches to sustainable business strategy; sources of competitive advantage; contemporary issues in strategic organisations of the public, private and third sector; analysis of the impact of strategic choices; strategic change and sustainable strategic development.

### Module Delivery

For full time students this module is a lecture based module, supplemented with seminars and case studies and exercises for reinforcement of key concepts. For distance learning students there will be access to a variety of materials to enable self-directed learning. These materials include online audio/visual presentations, a variety of reading materials, use of discussion forums and virtual workshops. The learning is then consolidated with interactive activities and/or face-to-face workshops.

<b>Indicative Student Workload</b>	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
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: Strategic Case Analysis

## 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:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	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., SCHWEITZER, J., WHITTLE, A., PITELIS, C., 2017. *Strategy: theory and practice*. 3rd ed. London: SAGE.
- 2 JOHNSON, G., WHITTINGTON, R., SCHOLE, 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.