

MODULE DESCRIPTOR

Module Title

Business Strategy

Reference	BS4104	Version	13
Created	February 2024	SCQF Level	SCQF 10
Approved	July 2019	SCQF Points	15
Amended	March 2024	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 on-campus students, this module is a lecture-based module, supplemented with seminars, case studies, and exercises for reinforcement of key concepts. For online 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.

Indicative Student Workload

	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**

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., PITELIS, C., SCHWEITZER, J., WHITTLE, A., 2022. *Strategy: theory and practice*. 3rd ed. London: SAGE.
- 2 WHITTINGTON, R., REGNER, P., ANGWIN, D., SCHOLES, K., 2020. *Exploring strategy*. 12th 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., 2021. *Strategic Management*. 9th ed. London: Sage