

## **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.

	Module Ref:	BS4104	l v13
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
Actual Placement hours for professional, statutory or regulatory body			

## ASSESSMENT PLAN

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

#### **Component 1**

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Туре:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Strategic Case Ar	nalysis			

# 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:
Α	A
В	В
С	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