

Module Title Business Strategy Keywords Global environment, Competitive Advantage, Adding Value, Value Networks, Strategic Analysis, Strategic Choice, Strategic Implementation	Reference BS4104 SCQF SCQF Level 10 SCQF Points 15 ECTS Points 7.5 Created May 2002 Approved July 2013 Amended August 2013 Version No. 9
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This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to SCQF10 entry requirements or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

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

Mode of 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.

Assessment Plan

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.

Indicative Student Workload

	Full Time	Blended Learning
<i>Contact Hours</i>		
Lectures	24	24
Tutorials/Seminars	12	0
Unsupervised assessment	40	40
<i>Directed Study</i>		
Directed Study	50	38
On line activities	0	24

	Learning Outcomes Assessed
Component 1	1,2,3,4

The module will be assessed by a single element of coursework.

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., ANGIN, D., SCHOLLES, 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

Private Study

Private study	24	24
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