

Module specification

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Module Code	BUS7F5
Module Title	Corporate Strategy
Level	7
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Business and Management	Core
MSc International Business and Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	30 hrs
Placement hours	0 hrs
Guided independent study hours	270 hrs
Module duration (Total hours)	300 hrs

Module aims

The module will provide insights into the factors influencing the formulation and implementation of the strategy within a business environment. The module will consider internal and external factors that impact and influence strategy and leadership and how this translates to management and operations. The module also aims to facilitate the understanding of issues arising out of the process of internationalisation as well as ethical trading and corporate social responsibility. By the conclusion of the module, students will be able to take these into account when recommending strategies appropriate for a variety of

circumstances. This module demonstrates the degree of technical, applied, and skills-based components required for a Business MSc.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate advanced theories, frameworks and models in corporate strategy.
2	Analyse complex organisational environments and capabilities to generate actionable strategic initiatives.
3	Apply strategic analysis techniques to construct evidence-based strategic decision-making.
4	Examine the strategic impact data analytics and AI has on the move from reactive to predictive strategy.
5	Synthesise insights from a variety of debates to construct originality, critical judgement and strategic foresight of one's own strategic thinking capabilities.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Portfolio

Word count – 3,500 words. You will submit an individual portfolio of your work. There will be a set of submission points throughout the module to allow you to submit each part, once completed.

Part 1 – Presentation: 20 minutes (group assessment)

You will work in small groups to present a podcast where you critically discuss and evaluate advanced theories, frameworks and models in corporate strategy. You can use any device to record your podcast, but you must include and submit a speaker labelled transcript of your discussion in your portfolio to demonstrate where you have met the learning outcome. (LO1).

Part 2 – Written report (group activity with individual assessment)

Using your professional judgement, you will write a strategic report based on a corporate strategy initiative centred around a regional or international economic development (i.e. North Wales Growth Zone). (LO2 & 3)

Part 3 – Academic Poster (individual assessment)

Drawing from your strategic report, you will focus on key strategic outcomes and findings, which you will present as an academic poster (LO4).

Part 4 – Reflection (individual assessment)

Applying knowledge, judgement and critical thinking from parts 1, 2, and 3, present a written self-analysis of your own strategic thinking capabilities when appraising corporate strategy. (LO5).

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4, 5	Portfolio	3,500	100%	N/A

Derogations

N/A

Learning and Teaching Strategies

The teaching and learning for this module will focus on a scaffold approach, and will include action learning sets, industry integration and applied workshops.

Students will learn through a variety of formats including lectures, seminars, tutorials, group work, focus groups, group, peer and individual work, facilitated learning (e.g. scale-up), as well as independent directed study. The university's Active Learning Framework (ALF) will be learner-centred and integral to this strategy, enhancing student engagement, participation and interaction. The ALF framework will focus on the construction of knowledge through activities, to develop thinking, problem-solving and collaboration.

This module will be delivered through block teaching, to deepen learning, focus, and knowledge retention. Integrated learning, including where possible simulation and the use of immersive learning spaces will underpin formative and summative assessment, and allow for integrative peer collaboration.

Modes of delivery will include on campus and blended, enabling greater flexibility for learning and engagement. As the summative assessment builds throughout the module, it will create opportunities to conceptualise learning, critical thinking, networking, and applied knowledge.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

1. Foundations of corporate strategy
2. Role, purpose, mission and vision
3. Levels of corporate strategy
4. Micro and macro environments
5. Environment and industry analysis
6. Internal analysis
7. Corporate governance, ethics and stakeholders
8. Growth and diversification
9. Regional and global expansion
10. Innovation and digital transformation
11. Organisational design
12. Strategy implementation
13. Risk management and performance

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Grant, R.M. (2024), *Contemporary Strategy Analysis*. 12th ed. New York: John Wiley & Sons Inc.

Other indicative reading:

Collinson, S., Narula R., Qamar, A. Rugman A.M. and Collinson, S. (2024), *International Business*. 9th ed. Harlow: Pearson Education Limited.

Menz, M., Kunisch, S., Birkinshaw, J., Collis, D.J., Foss, N.J., Hoskisson, R.E. and Prescott, J.E. (2021), 'Corporate Strategy and the Theory of the Firm in the Digital Age', *Journal of Management Studies*, Vol.58, No.7, pp. 1695–1720. DOI: 10.1111/joms.12760.

Oliveira, H.C., Gomes, M., Maldonado, I., Bastos, S. and Silva, P. (2025), 'Integrating the SDGs into Corporate Strategy: A Case Study of EDP Group', *Administrative Sciences*, Vol.15, No.7, pp. 253. DOI: 10.3390/admsci15070253

Truong, K.H.V.T., Huynh, V.P. and Nguyen, H.D. (2023), 'Corporate Strategy for Sustainability: Reflections of Prospective Entrepreneurs', *Foresight and STI Governance*, Vol.17, No.2, pp. 21–34. DOI: 10.17323/2500-2597.2023.2.21.34.

Administrative Information

For office use only	
Initial approval date	08/06/26
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