

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	ONLM703
Module Title	Business Strategy
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Management & Leadership (Online)	Core
MSc Management with Project Management (Online)	Core
MSc Management with Healthcare Management (Online)	Core
MSc Management with HR Management (Online)	Core
MSc Management with Supply Chain Management (Online)	Core
MSc Management with Finance (Online)	Core
MSc Management with Organisational Psychology (Online)	Core
MSc Management with Marketing (Online)	Core
MSc Management with Business Analytics (Online)	Core
MSc Management with International Business (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 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	15 hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

Module Learning Outcomes

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

1	Within the context of academic theory, apply the appropriate management and strategy methods to provide solutions in corporate, competitive, and institutional contexts.
2	Critically develop a strategic plan that considers the strengths and limitations of strategic analysis within a business context, and provide an analysis on potential ways to overcome those limitations.
3	Critically evaluate the impact of responsible ethical and sustainable management, within business strategy, evidencing sustainable impact, values and performance.
4	Using academic research, formulate a business strategy for including diverse and global perspectives to inform business decisions.
5	Critically evaluate business practices, identifying gaps and putting in measures to ensure professional ethics are upheld.

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:

Learners are to create and present a written analysis management and strategy method (options for this could include SWOT or PESTLE), with a view to developing a strategic plan that considers the strengths and limitations of strategic analysis

Assessment 2:

Learners are to write a report scrutinising relevant theoretical frameworks, methods and practices of strategic management, with a view to creating an appropriate and sustainable strategy from a global and diverse context that will inform business decisions, presented against an evaluation of business practices to ensure professional ethics are upheld.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Written Assignment	1000	40	N/A
2	3, 4, 5	Written Assignment	2000	60	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

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

Introduction to business strategy
Contemporary strategic theory and frameworks
Strategic positioning and competitive advantage
Strategic vision and goal-setting
Building the strategic plan
Strategy implementation

Indicative Bibliography

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

Essential Reads:

International Journal of Business and Globalisation
International Journal of Business and Management
International Journal of Corporate Social Responsibility
International Trade Journal
Journal of Business and Management
Journal of Business Research
Journal of Business Strategy
Journal of International Economics

Other indicative reading:

Collinson, S. Narula R, Rugman A (2016) *International Business*. 7th ed Pearson
Dicken, P. (2015) *Global Shift*. 7 th ed Guilford Press NY
Grant, R.M., 2021. *Contemporary strategy analysis*. John Wiley & Sons.
Johnson, G. Whittington, R. (2017). *Exploring Strategy*. 11th ed. Palgrave

Administrative Information

For office use only	
Initial approval date	29/7/2024
With effect from date	Sept 2024
Date and details of revision	06/26: Revalidation
Version number	2