

## Module specification

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*Refer to guidance notes for completion of each section of the specification.*

Module Code	ONLM703
Module Title	Business Strategy
Level	7
Credit value	15
Faculty	FSALS
HECoS Code	100079
Cost Code	GABP

## Programmes in which module to be offered

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Programme title	Is the module core or option for this programme
MSc Management & Leadership	Core
MSc Management with Project Management	Core
MSc Management with Healthcare Management	Core
MSc Management with HR Management	Core
MSc Management with Supply Chain Management	Core
MSc Management with Finance	Core
MSc Management with Organisational Psychology	Core
MSc Management with Marketing	Core
MSc Management with Business Analytics	Core
MSc Management with International Business	Core

## Pre-requisites

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None



## Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>15 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	135 hrs
<b>Module duration (total hours)</b>	<b>150 hrs</b>

<b>For office use only</b>	
Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

## Module aims

Business management and strategy consist of theories, concepts, and methods that top and middle-level managers can use to ensure the profitable and long-term growth of their organisations. Strategy helps general managers (as opposed to functional managers whose responsibilities focus on one function such as finance, production, marketing, human resources, IT, etc.), make better decisions that will improve the competitive position of their organisation in the long run and create value for its key stakeholders. This Module provides managers and leaders a perspective on organisations, both within and outside of the for-profit business world. Strategic analysis and managerial thinking applies to organisations regardless of their activities, for or not-for-profit orientation, governance structure, geographic locations, size, etc. This Module introduces students to the main theories, concepts, and models of strategic analysis and their role in management practice.

## 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:

### Formative Assessment

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

### Summative Assessment

#### Assignment 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. (Indicative word count – 1,000 words).

#### Assignment 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. (Indicative word count – 2,000 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	40%
2	3, 4, 5	Written Assignment	60%



## Derogations

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None

## Learning and Teaching Strategies

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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.

## Indicative Syllabus Outline

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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:

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Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University [Harvard Referencing Guidance](#)*.

### Essential Reads

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

### 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

