

Module Descriptor: BAM 323 Business Strategy

<u>Module Name:</u>	Business Strategy
<u>Level/Credits:</u>	Level 3, 15 Credits
<u>Module Aim:</u>	The module encourages learners to think critically about business strategy. It is designed for students that may have little or no personal experience of strategic management, whom may not go directly into roles that require strategic management skills. The Business Strategy module aims to deliver strategic management for non-strategic managers. Learning and teaching take a student-centric orientation, to pull together core themes from business and management disciplines covered in previous modules. Learners will design business strategies, based upon tools and models, to analyse the strategic context. Consideration is given to the effectiveness of corporate vision, the application of strategic tools, models and concepts (such as value chains and approaches to segmentation), the processes of strategy, and critical success factors in the delivery of competitive advantage and customer value.
<u>Learning Outcomes:</u>	On successful completion of this module students will be able to: <ul style="list-style-type: none"> ▪ Construct a coherent business strategy ▪ Select and justify business strategy tools, models and concepts, and make reasoned recommendations. ▪ Apply business strategy skills to contemporary case material
<u>Curriculum Content:</u>	Key areas in the module will include: <ul style="list-style-type: none"> ▪ Distinguishing between business strategy and business operations ▪ Use of tools, models and approaches to analyse the strategic context ▪ Consideration of how well an organisation is delivering its business vision Justification of the selection of strategic models, tools and approaches such as Five Forces Analysis, value curves and value chains, core competence identification, segmentation analysis, Ansoff's matrix, Booz & Allen, Balanced Scorecard and Critical Success Factors (CSF's).
<u>Learning Strategy:</u>	Business strategy is designed to be an active learning experience. Didactic input is kept to a minimum and students are encouraged to work individually and in groups to gather information, solve problems and make decisions, using content introduced in this business strategy module. Outside of workshop time, learners work week-by-week on assessments and guided study.

	<p>The cohort feedback to each other most weeks, on their experiences of working on their assessments. Contemporary case studies and examples, using a range of technologies, help to keep learners engaged.</p>
<u>Assessment:</u>	Formative: Learners are encouraged to work on business strategy development week-by-week. An early assignment presentation takes place in week 3 or 4 so that tutors have the opportunity to provide early feedback on the development of business strategy (30%).
	Summative: Learners submit their final individual assignment at the end of the module comprising justified and reasoned recommendations for business strategy to a case study organisation (70%).