

7.2 Managing Business Strategy

No. of Credits: 15 credits

Credit Level: 7

Mandatory Pre-requisite: None

Co-requisite: None

Unit Description	<ul style="list-style-type: none">(a) To enable students to develop an awareness of, and become familiar with, academic theories, frameworks, managerial models and techniques that contribute to business strategic planning and management.(b) To critically evaluate and apply appropriate strategic models and techniques which may be relevant when considering students' own organisations' or industry strategic development.
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Learning outcomes

On completion of this unit, students will be able to:

- (a) Apply the appropriate models, techniques and theories to produce an environmental audit of the external and internal environment for an organisation.
- (b) Critically analyse and evaluate the alternative strategic directions an organisation may consider to employ and propose the most appropriate strategic option for execution.

Indicative content / areas of study

- (c) The Concept of Strategy and how it benefits the organization vision, mission and objectives.
- (d) Transformation of the External Strategic Environment and the Consequences and the Influence of the Internal Environment on Current Practice.
- (e) Key Strategic Techniques for Analysis.
- (f) Strategic Development, namely Acquisitions and Mergers, Joint ventures and Alliances, and Divestment
- (g) Strategy Implementation
- (h) Strategic Performance Analysis

Teaching and learning strategy

- (a) Student centered learning will be strongly encouraged and developed. Cooperative Learning and Problem-Based Learning will be infused into the teaching-learning-assessment strategies.
- (b) Group discussion, case analysis and self-directed learning resources will be available to support the delivery and the appropriate assessment tools / tasks will be used to assess the intended learning outcomes.

Mode A: Fully taught

Lectures – Tutorials: 36 hours

Online interaction: 4 hours

Directed Independent Learning: 110 hours

Total: 150 hours

Mode B: Blended

Lectures –Tutorials: 18 hours

Online Learning: 18 hours

Directed Independent Learning: 114 hours

Total: 150 hours

Mode C: Fully Online

Recorded Video Lectures: 18 Hours

Online Learning: 18 hours

Directed Independent Learning: 114 hours

Total: 150 hours

Assessment

Assessment Weighting: 100% Coursework

A Strategic Plan of about 3500-4000 words is to be developed by individual student which creates recommendations for revising a business strategy to improve the competitive position and financial performance of the organisation. To support the recommendations the student must identifies and evaluates the current competitive strategy of a business, analyzes the conditions and trends in its environment, assesses its resources and competencies, and examines its organization, culture, and leadership.

Resources

- (a) Course Materials provided by LEB
- (b) Peter Atrill, Eddie McLaney, Accounting and Finance for Non Specialists, 7th edition, 2010, FT Prentice Hall.
- (c) Arthur J. Keown, John W. Martin and William D. Petty, 12th edition (2009) Financial Management: Principles and Applications, Prentice Hall.
- (d) Online resources on Online Learning Portal