MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

KEY FACTS

Module name	Strategy for Business
Module code	BS3100
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	6
Delivery location (partnership programmes only)	

MODULE SUMMARY

Module outline and aims

This module discusses the goal and elements of business strategy - the strategy of firms within a given industry. It seeks to answer two broad questions. First, why is a business strategy important? Second, what are the key issues involved in formulating and implementing a business strategy?

It aims to acquaint you with the notion of business strategy and it provides a range of analytical tools necessary to analyze business strategy questions.

Content outline

- The goal of business strategy;

- The core of business strategy (value creation and value capture);

- The analysis of the external and internal environments of firms;

- Strategy implementation; and

- Adaptation to change.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand business strategy and its various components

- Understand the range of different strategic positions open to an organisation and how choice of position is affected by its resource position and the state of the (industry)

environment

Skills:

- Assess real-life business cases against the backdrop of the logics revealed in the course literature

- Critically assess the information requirements of firms facing strategy questions

Values and attitudes:

- Appreciate the need to balance ethical and economic objectives in evaluating business strategy
- Develop confidence in analysing and commenting on the strategy of a firm.

HOW WILL I LEARN?

The module will consist of a series of interactive lectures in which concepts related to business strategy will be introduced and subsequently discussed with reference to real-life examples. Students prepare by reading theory and by applying the theoretical concepts to in-class examples and case studies, gaining experience in making strategy recommendations.
Overall, students will learn by continually confronting the ideas from their readings with practical examples and case studies.

Teaching pattern:

Teaching component	**Teaching type**	**Contact hours**	**Self-directed study hours**	**Placement hours**	**Total student learning hours**
Lectures	Lecture	22	128	0	150
Totals		22	128	0	150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

The assessment for this module will take the form of an individual unseen examination (weighted at 70%), covering the key learning outcomes, and group coursework (weighted at 30%), which aims to ensure that students are able to collaborate on a case study analysis.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework	Written assignment, including essay	30	0	N/A
Examination – 2.25	Written Exam	70	0	N/A

Assessment criteria

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to students prior to an assessment taking place. More information will be available from the module leader.

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy.

Written feedback will be provided on both group works and general feedback will be provided on the exam.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Grant, R., Jordan, J., 2012, Foundations of Strategy. John Wiley & Sons, 0.

Selected journal articles

Version: 3.0
Version date: May 2014
For use from: 2014-15

Appendix: *see http://www.hesa.ac.uk/content/view/1805/296/ for the full list of JACS codes and descriptions*

CODES

HESA Code	Description	Price Group
133	Business and Management Studies	D

JACS Code	Description	Percentage (%)
N120	The study of organisations and their operations throughout the world.	100