



MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Strategy		
Module Code	UMSDQ5-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Strategy and International Business
Department	BBS, Business and Management		
Contributes towards	BA(Hons) Business and Management; BA(Hons) International Business Management; BA(Hons) Business Management with Accounting and Finance; BA(Hons) Accounting and Finance; BA(Hons) Business Management and Economics; BA (Hons) Business Management with Marketing		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None.		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

The aim of this module is for students to develop a critical understanding of business strategy theory and the application of key tools and frameworks needed to develop/evaluate an organisation's strategy. Topic areas will include sources of competitive advantage, global strategy, strategic innovation and the link between strategy and social responsibility. A focus of the module will be on equipping students to make use of theory in ambiguous situations and hence emphasis will be placed on helping students apply the tools and techniques covered.

Each study unit in the module will comprise a lecture and a seminar totalling 3 hours per week. Students will also be expected to engage in private study using supporting material on blackboard in the form of required readings, case studies, lecture capture and videos. Seminars will be based around applying concepts and frameworks in critically analysing a series of case studies from a broad range of international industries. Seminars will be team based with formative feedback provided by tutors and handouts. Students will be encouraged to develop and present their own insight through the analysis they undertake and hence this feedback will be process orientated rather than providing an 'answer'.

Part 3: Assessment

<p>The assessment for this module will comprise 2 components. A 2000-word coursework essay and a 2 hour exam. The aim is for the assessments to demonstrate the range of their critical understanding of, and ability to apply, the material covered in the module in a way that links to practice they will encounter such analysis in future careers.</p> <p>Component A is a 2 hour examination designed to allow students to demonstrate their critical understanding and ability to apply the concepts and theories covered.</p> <p>Component B is a 2000-word essay critically analysing a case study using one of the frameworks covered in the module. This assessment will give students the opportunity to show the depth of their understanding of a key strategic theory and their ability to apply that theory in a way similar to those they will encounter in their enterprise careers. The assessment builds on formative feedback given to students from equivalent analysis undertaken in the module seminars.</p>		
Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A: 50%	B: 50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2 -hour exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual coursework essay that critically analyses a strategic issue facing an organisation using theory covered in the module. (2000 words)	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2-hour exam	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual coursework essay that critically analyses a strategic issue facing an organisation using theory covered in the module. (2000 words)	100%	
Part 4: Teaching and Learning Methods		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight (A & B) 2. Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments. (A & B) 3. Recognise the holistic and interconnected nature of contemporary strategic issues and how decision-making is enhanced through the use of strategy processes. (A & B) 4. Recognise and analysis ethical, CSR and sustainability challenges and assess how firms may respond in their strategies (A) 5. Critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation (A & B) 	

Key Information Sets Information (KIS)	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours				
	150	36	114	0	150				
Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>								
Total Assessment	<p>Total assessment of the module:</p> <p>Written exam assessment percentage</p> <p>Coursework assessment percentage</p> <p>Practical exam assessment percentage</p>				<table border="1"> <tr><td>50%</td></tr> <tr><td>50%</td></tr> <tr><td>0%</td></tr> <tr><td>100%</td></tr> </table>	50%	50%	0%	100%
50%									
50%									
0%									
100%									
Reading List	<p>https://uwe.rl.talis.com/lists/4EB19031-C4DA-A692-2A62-9E37A21AEF6A.html</p>								

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First CAP Approval Date	UVP 10 July 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>2</i>	<i>Link to RIA</i>