



MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Strategy		
Module Code	UMSDQ5-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Accounting Economics & Finance		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: 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.</p> <p>Outline Syllabus: 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.</p> <p>Teaching and Learning Methods: 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'.</p>

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Part 3: Assessment			
<p>Component A: Examination 24 hours at home exam (80%) :</p> <p>An examination based on the seminar programme that explores the students' ability to demonstrate their critical understanding of the material on the module. The examination occurs in the official examination period.</p> <p>Component B: Online Assignment (20%):</p> <p>Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application</p>			
First Sit Components	Final Assessment	Element weighting	Description
Online Assignment - Component B		20 %	Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application
Examination (Online) - Component A	✓	80 %	Examination (Maximum 2500 words)
Resit Components	Final Assessment	Element weighting	Description
Online Assignment - Component B		20 %	Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application
Examination (Online) - Component A	✓	80 %	Examination (Maximum 2500 words)

Part 4: Teaching and Learning Methods													
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight</td> <td>MO1</td> </tr> <tr> <td>Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments</td> <td>MO2</td> </tr> <tr> <td>Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments</td> <td>MO3</td> </tr> <tr> <td>Recognise and analysis ethical, CSR and sustainability challenges and assess how firms may respond in their strategies</td> <td>MO4</td> </tr> <tr> <td>Critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight	MO1	Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments	MO2	Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments	MO3	Recognise and analysis ethical, CSR and sustainability challenges and assess how firms may respond in their strategies	MO4	Critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation	MO5
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	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p>The reading list for this module can be accessed via the following link: https://uwe.rl.talis.com/index.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

International Business Communication {Top-Up} BA (Hons) 2020-21

Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21

Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

Business Management and Economics {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21

International Business Management {Top-Up} [Sep][FT][NEU][1yr] BA (Hons) 2020-21