



Module Specification

Business Strategy

Version: 2023-24, v2.0, 15 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Business Strategy

Module code: UMSDQ5-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

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.

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.

Part 3: Teaching and learning methods

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'.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand and apply the theories, concepts and analytical techniques of strategic management to complex and ambiguous organisational situations to develop insight

MO2 Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments

MO3 Identify and critically evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments

MO4 Recognise and analysis ethical, CSR and sustainability challenges and assess how firms may respond in their strategies

MO5 Critically undertake creative and complex analysis and problem solving to inform strategic decision-making in an organisation

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Examination 24 hours at home exam (80%) :

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.

Online Assignment (20%):

Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Assessment components:

Online Assignment (First Sit)

Description: Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination (Online) (First Sit)

Description: Examination (Maximum 2500 words)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Online Assignment (Resit)

Description: Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination (Online) (Resit)

Description: Examination (Maximum 2500 words)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Accounting and Finance {Top-Up} [Thuongmai] BA (Hons) 2023-24

Business Management and Economics {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Management {Top Up}[CUEB] BA (Hons) 2023-24

Business and Management {Top Up}[DeITel] BA (Hons) 2023-24

Business and Management {Top Up} [INTUNI] BA (Hons) 2023-24

Business and Management {Top Up}[NEU] BA (Hons) 2023-24

International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24

International Business Management {Top-Up} [NEU] BA (Hons) 2023-24

International Business Management {Top-Up} [Villa] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24

International Business Communication {Top-Up} [Frenchay] BA (Hons) 2023-24

Accounting and Finance {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [NEU] BA (Hons) 2023-24