**Business Strategy**

**Overview**

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| Level | 3 (Semester 6) |
| Duration | 4 weeks |
| Lectures | 10 times 40-minute lecture per week for 2 weeks |
| Practicals/tutorials | 5 times 2 hours per-week, for 3 weeks |

**Learning Outcomes**

The course aims are:

1. To equip students with the knowledge to understand what strategy is, how it is formulated and implemented in organisations, and what kind of tools and models you can use to support your strategic decision making
2. To provide students with a holistic understanding of the different aspects involved in strategic management.

By the end of the course, students should be able to:

1. demonstrate an understanding of what strategic management is and why it is important
2. recognise, understand and apply the different types of strategic analysis tools to make sense of an organisation’s environment and its resources
3. describe the different types of business and corporate strategies, and apply these concepts to analyse the strategic options of organisations in different types of contexts
4. appreciate the complex issues associated with the implementation of these strategies in different types of organisations in different types of contexts
5. identify the role for organisational learning in shaping strategy development

**Syllabus**

* what strategic management is and why it is important;
* the different types of strategic analysis tools available;
* the difference between corporate, business and functional strategy;
* the complex issues associated with the implementation of strategy;
* the concept of strategic fit;
* and the role for strategic leadership in shaping and implementing strategy.