

BUS490 Contemporary Business Strategy

Level: 4

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

In the current digital economy, three of the most important current challenges for strategy-makers revolve around the following issues: the transformation of government-business relations, the pervasiveness of digital technology, and the need for social change. BUS490 Contemporary Business Strategy aims to develop students' ability to think strategically, analyse the competitive environment, and recommend organisation positioning and value creation. Topics for this course include an analysis of the external and internal environments and the transformation of the economies and markets, the challenges of advanced technologies, the need to redefine the value chain, and the wider responsibility of business towards society. These topics constitute the core dimensions around which the course is built and will be the basis of an understanding of strategy as a process of value creation for the organisations, especially digital organisations, and for their stakeholders. This course requires students to draw upon and synthesise the knowledge and skills they have acquired in other undergraduate courses to analyse and appraise real world competitive situations that organisations face, to make informed strategic decisions, and to conceptualise innovative strategies to strengthen an organisation's competitive position in the digital economy.

Topics:

- Introduction to strategic management, strategic thinking, strategic analysis
- The levels of strategy: Corporate level, business level, functional level
- New contexts: Industry 4.0, globalisation, digital transformation, social change, innovation disruption
- Analysis of external and internal environments
- Analysis of firm capabilities and value chain
- Challenges of a transforming external environment (industry analysis, competitive analysis)
- Challenges of a transforming internal environment (resources and capabilities analysis)
- Business model analysis
- Determination of competitive positioning
- Redefine of the value chain in an Industry 4.0 context
- Creation of sustainable value for organisations
- Corporate social responsibility, triple bottom line and sustainability

Learning Outcome:

- Select relevant information on any types of organisation from various sources
- Examine business models, business issues and evaluate business competitiveness using various analysis techniques and tools
- Evaluate the external factors affecting the business, including industry and market analysis
- Appraise the internal factors affecting the business
- Assess competitive rivalry
- Design and recommend relevant corporate and business level strategies
- Propose relevant local and international strategies
- Construct case arguments in teams, acquiring team building and team management skills
- Demonstrate well developed written proficiency
- Improve oral presentation skills
- Develop strategic and critique thinking and analytical skills

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	30
	GROUP BASED ASSIGNMENT 2	30
	GROUP BASED ASSIGNMENT 3	30
Total		100