

BUS655 Strategy

Level: 6

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Strategy will provide students with the knowledge and skills to participate and contribute effectively in an organisation's various levels of management planning to establish competitive strategies and to derive long term plans for sustainable performance. Topics include analysis of the external and internal business environment and an evaluation of functional, business unit, and corporate level strategies. Students will learn through case analysis and discussions how strategies can be established to create value for the firm and to establish sustainable competitive advantage for the firm. Besides establishing strategies, they will also have to examine required resources and also approaches for executing the strategies in the firm to achieve corporate goals and objectives. This course requires students to draw upon and synthesize the knowledge and skills they have acquired in other core courses to analyse real world competitive situations a firm faces, to make informed decisions, and to conceptualize innovative strategies to strengthen a firm's competitive position.

Topics:

- Setting a Firm's Directions, Core Values and Ethical Considerations
- Strategic Management Process
- Core Competencies and Competitive Advantages
- Strategic Analysis (Internal and External)
- Business Unit Strategies
- Corporate Level Strategies
- Executing Strategies and Establishing Performance Management

Textbooks:

Duncan Angwin and Stephen Cummings: The Strategy PathFinder -- Core Concepts and Live Cases 3rd
John Wiley
ISBN-13: 9781119311898

Learning Outcome:

- Appraise Firm's directions and core values and incorporating ethical considerations
- Assess the strategic management process
- Evaluate core competencies and competitive advantages
- Prepare internal analysis
- Prepare external analysis
- Evaluate business unit strategies
- Evaluate corporate level strategies
- Design and plan to implement strategies
- Formulate appropriate strategies to meet real-life challenges facing a firm
- Draw upon integrated knowledge and skills from core courses and apply them to analyse business scenarios and formulate business solutions
- Demonstrate competencies through on and offline group discussions and teamwork
- Demonstrate and apply to learning situations the knowledge and interpersonal skills that are essential to effective teamwork
- Demonstrate written English proficiency to communicate succinctly and clearly at various organisational levels
- Make a variety of oral presentations in areas related to management, organisational behaviour and leadership

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	QUIZ 1	10
	PARTICIPATION 1	20
Overall Examinable Components	ECA	70
Total		100