1. KentVision Code and title of the module

BUSN6790: Corporate and Business Strategy

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 6

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

BUSN6760 Strategy Analysis and Tools

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc Management and associated courses

## The intended subject specific learning outcomes.On successfully completing the module students will be able to:

8.1 understand the implications of different organisational and environmental contexts for the successful implementation of business and corporate strategy

8.2 use an extended range of tools and frameworks to conduct a full strategic analysis of a real-life organisation/business, thereby linking theory to practice

8.3 critically examine the effects of complexity and uncertainty on strategy formation / implementation

## The intended generic learning outcomes.On successfully completing the module students will be able to:

9.1 plan and work to a schedule and deliver output in a timely fashion

9.2 select, organise and synthesise complex information from a variety of sources, including company data

9.3 draw on concepts, theories and frameworks from a range of contexts to analyse situations, identify problems and formulate solutions

9.4 communicate effectively to a variety of audiences and/or using a variety of methods.

## A synopsis of the curriculum

This module extends students’ knowledge and understanding of strategic management and strategic issues. It introduces a range of contemporary issues associated with the formulation and implementation of corporate and business strategies with an emphasis on identifying and implementing strategic change within the organisation, building dynamic capabilities and developing coherent strategies. Issues might include strategies in the face of uncertainty, global strategies, knowledge-based strategies, strategies where profit is of secondary (or no) importance.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Individual Report 1 (1250 words) (20%)

Group Poster (20%)

Individual Report 2 (2000 words) (60%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Private Study**(solitary and group-based) | x | x | x | x | x | x | x |
| *Lectures* | x | x | x |  |  |  |  |
| *Seminars / workshops* | x | x | x | x | x | x | x |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *9.1* | *9.2* | *9.3* | *9.4* |
| Individual Report 1 (20%, 1250 words) | x | x | x | x | x | x | x |
| Group poster (20%) | x | x | x | x | x | x | x |
| Individual Report 2 (60%, 2000 words) | x | x | x | x | x | x | x |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

The theories of strategic management are variously applicable in a range of international settings – the appropriateness of particular frameworks to particular international settings is discussed through the use of examples and questioning; as are issues of corporate social responsibility and ethics. International expansion as a means of growth is touched on briefly but not at length because this is covered in another module. However, if the project organisation chosen by a group is international in nature then its international aspects and the appropriate use of international theory and analysis is discussed. The impact of global business development and open / global economy on strategic options and strategy choice is also discussed. Students work in mixed nationality teams to bring different cultural perspectives to their group and seminar/workshop work.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised(if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |