1. **Title of the module**

BUSN6760 (CB676) Strategy Analysis and Tools

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

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

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BSc Management and associated programmes

BSc Marketing and associated programmes

BSc International Business and associated programmes

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

8.1 read business press articles and interpret them from a strategic perspective

8.2 use a range of well-established tools and frameworks to analyse and assess an organisation’s strategy;

8.3 evaluate critically the results of strategic analysis to identify and prioritise strategic issues facing an organisation;

8.4 use the same analysis to propose and assess strategic options to address strategic issues;

8.5 compare and critique different theoretical approaches to strategic management;

8.6 appreciate the complexity of strategic decision making and the limitations of the analytical skills developed in this module in fully addressing that complexity

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

9.1 select, organise and synthesise complex information

9.2 draw on concepts, theories and frameworks to construct complex arguments

9.3 organise and present orally and in writing an analysis as a considered viewpoint

9.4 discuss and debate ideas from an informed perspective thereby contributing to (organisational) decision-making

9.5 propose solutions to problems based on analysis and discussion/debate

1. **A synopsis of the curriculum**

The module provides a broad, basic understanding of strategy and strategic management, on which further strategic analysis and exploration of strategic issues can be built. It introduces students to the key vocabulary, concepts and frameworks of strategic management and establishes criteria for assessing whether or not a strategy can be successful. It introduces students to frameworks for analysing the external and internal environments and to different theories of how these relate and of their impact on strategy formulation and implementation.

Students will learn how to identify strategic issues, develop strategic options to address them and decide which option(s) to recommend. Through theoretical readings and case studies, students will develop an appreciation of strategy in different contexts and from different perspectives and of the complexity of strategic decision-making. Students will enhance their ability to read business articles from a strategic perspective and to present strategic arguments in a structured manner.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Core text:

Witcher, B.J. & Chau, V.S. (2014), *Strategic Management: Principles and Practice*, 2nd edn. Andover: Cengage Learning

or

Thompson, A.A, Strickland, A.J., Gamble, J.E., Peteraf, M.A., Janes, A. and Sutton, C. (2013), *Crafting and Executing Strategy: The Quest for Competitive Advantage*, London: McGraw-Hill Education

Lampel, J., Mintzberg, H., Quinn, J.B. and Ghoshal, S. (2014). *The Strategy Process: Concepts, Contexts, Cases*. 5th edn. London: Pearson Education

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Group VLE Task 1 (10%)

Group VLE Task 2 (20%)

Examination, 3 hours (70%).

13.2 Reassessment methods

Reassessment Instrument: 100% exam.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Lecture* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |  |
| *Seminar* | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| *Exam* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *VLE tasks* |  | **X** | **X** | **X** | **X** |  |  | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School 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

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **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.

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

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018