

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

<b>Course</b>	<b>Advanced Diploma in Business Management</b>
Module Title	Strategic Business Management
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	May 2018 /September 2018
End-Date	May 2019 /September 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Understand the essential components of a range of frameworks for strategic analysis.  b) Evaluate a range of suitable options to enable the strategic development of an organisation.  c) Identify and analyse the main problems and challenges of implementing strategic change.</p> <p>Subject-specific Skills</p> <p>d) Understand and apply a range of frameworks which facilitate the analysis of organisational competitiveness.  e) Evaluate the effectiveness of the strategies adopted by an organisation from a range of perspectives.</p> <p>Key Skills</p> <p>f) Communicate effectively (and critically) in writing.</p>
No. of Teaching Hours	<p>Teacher Managed Learning  Eg : Lectures : 48 Hrs</p> <p>Student Managed Learning  Eg : Tutorials, Seminars etc : 152 Hrs</p> <p>TOTAL = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Written Assessment 1 (1500 Words) – 50% Written Assessment 2 (1500 Words) – 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Examination Period (not all modules have end-of-semester / year examinations) Indicative: December 2018 & May 2019/ January 2019 & September 2019
Recommended Text	Dave Williamson, David Williamson, Peter Cooke- Strategic Management and Business Analysis - Routledge
Additional Reference Texts(if any)	NIL
Additional Remarks (if any)	NIL

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Lesson No.	Learning Outcome
1	The operating environment
2	The organisation's resources
3	Organisational mission and objectives
4	The process of developing strategies
5	The input upon change
6	Mechanisms of strategy formation (e.g. Mintzberg, Whittington, Quinn)
7	Identifying competitive position (e.g. mapping, product/markets)
8	Identify strategic position (e.g. industry mapping)
9	Internal resource analysis (e.g. value chain, competencies/capabilities, financial stakeholder management)
10	Analysing and managing corporate culture
11	Strategy selection
12	Mission, positioning, external intervention such as privatisation, structuring
13	Methods of achieving strategic intent.
14	Mergers and acquisitions, organic growth, networks and alliances
15	Managing strategic change (eg. first/second order, Lewin, drift-cultural)
16	Web politics of organisations, Pettigrew & Whipp

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