

AMITY GLOBAL INSTITUTE

Module Syllabus

Course	BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES (UNIVERSITY OF NORTHAMPTON)
Module Title	Debates in Strategic Management
Module Syllabus no. (if any)	BUS3002
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Research, evaluate and present several contemporary debates or issues in strategic management, focusing on the relationship between theoretical work in the field and a range of experience within organisations and industry sectors.</p> <p>b) Analyse and explain the implications of current trends for future strategic decision-making of current trends.</p> <p>Subject - specific Skills</p> <p>c) Interpret, synthesise and present academic literature on agreed areas.</p> <p>Key Skills</p> <p>d) Identify and analyse complex problems using appropriate knowledge.</p> <p>e) Develop confidence at speaking to groups and at expressing personal judgement.</p> <p>f) Manage own independent' learning with minimum guidance.</p> <p>g) Learn through reflective writing.</p>
No. of teaching hours	<p>4 x 2 hour Preparatory lectures/workshops = 8</p> <p>10 x 1.5 hour Seminars = 15</p> <p>Group preparation = 20</p> <p>Individual preparation and reading = 107</p> <p>Assessments = 50</p> <p>Total = 200</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	<p>AS1 - Assignment 1: Term 1 reflective essay (1,500 words) = 20%</p> <p>OR1 - Assignment 2: Term 1 oral seminar contribution = 20%</p> <p>AS2 - Assignment 3: Term 2 reflective essay (2,000 words) = 30%</p> <p>OR2 - Assignment 4: Term 2 oral seminar contribution = 30%</p>
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended text	<p>To build on first year studies relating to issues such as Business Context, people management and marketing and would complement the contents of other second year subjects such as Strategic Business Analysis.</p> <p>Barak S. Aharonson (2013) Technology, Innovation, Entrepreneurship and Competitive Strategy – Emerald Publishing</p>
Indicative Content	Each year the teaching team will agree on two areas of current interest in strategic management. The team will ensure that topics studied are of long-term strategic impact, do not duplicate other strategy-related taught modules and build upon the work done in the level 5 Strategic Business Analysis module. Issues explored by learning sets in recent times include: strategic thinking, strategy formulation and change management.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.