

AMITY GLOBAL INSTITUTE

Module Syllabus

Course	BACHELOR OF ARTS (HONOURS) BUSINESS STUDIES (UNIVERSITY OF NORTHAMPTON)
Module Title	Strategic Business Analysis
Module Syllabus no. (if any)	BUS2002
Year offered	2018
Start date	February 2018 / September 2018
End date	January 2019 / August 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.</p> <p>b) Evaluate a range of suitable options to enable the strategic development of an organisation.</p> <p>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.</p> <p>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	24 x 1 hr lectures = 24 24 x 1 hr seminars = 24 Independent Study Hours = 102 Assessment Hours (including Assignment preparation) = 50 TOTAL = 200
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	AS1 - Time Constrained Assignment– 20% AS2 - Seminar Portfolio (2,000 words) - 40% EX1 - Examination (120 minutes) – 40%
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>The teaching/learning will involve extensive use of case studies in order to illustrate strategic issues and problems across a range of sectors and organisational types. Sessions will be a combination of lectures and group activities.</p> <p>Dave Williamson, David Willimson, Peter Cooke- Strategic Management and Business Analysis - Routledge</p>
Additional reference texts (if any)	

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.

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Additional Remarks (if any)	
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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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