

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

Course	Postgraduate Certificate in Strategic Supply Chain Management (University of London)
Module Title	Strategy for Delivering Value
Module Syllabus No. (if any)	SCM050
Syllabus / Content / Learning Outcomes	This module asks what strategy is, and how developing an efficient and effective strategy leads some firms to achieve and sustain competitive advantage. The module also explores which tools can help managers and executives to enable superior results for their organisations. Particular attention will be given to implications for executives working on supply chain. Given the centrality of this topic for future leaders, this course ambitiously aims at developing professionals who not only master the core topics, tools and perspectives of strategic management, but also are able to adapt their application to the different competitive contingencies on a global scale.
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66 Independent Preparation, pre-reading and analysis = 84 TOTAL = 150
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Module assessment will be based on one two-hour unseen written examination which will comprise qualitative essay-type questions on the key concepts of the modules and the application to real cases (70%) and a 2500 word report on a competitive rivalry analysis (30%).
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables June, August/September, December and February/March
Topics covered	<ul style="list-style-type: none"> <li>• The Concept of Strategy; Goals, Values, Performance and Competitive Advantage</li> <li>• Industry Analysis and Evolution</li> <li>• Business Models: Value Creation, Delivery and Capture</li> <li>• Resources and Capabilities</li> <li>• Competitive Advantage, Innovation, and Competitive Analysis</li> <li>• Vertical Integration and the Scope of the Firm</li> <li>• Global Strategy and the Multinational Corporation</li> <li>• Diversification Strategy</li> <li>• Implementing Corporate Strategy: Managing the Multi-business Firm</li> <li>• Mergers, Acquisitions, and Alliances</li> </ul>

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.