

BUS488 Strategy

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

BUS488 Strategy aims to provide you with the analytical, formulation, and implementation tools related to strategic management of business organisations. In rapidly changing competitive landscapes, managers must develop the ability to continuously create new core competencies and directions for the company and think in a cross-functional and holistic manner. At the same time, they must seek action-oriented, implementable solutions, align strategies with the firm's vision and values and be aware of associated risks.

You will learn to integrate the concepts covered in previous courses with those learnt in this course, so that you can understand and evaluate strategic business issues. The course necessitates that you balance Strategic Analysis, Choices of Strategy & Implementation of Strategy.

To achieve this, the course uses case studies that allow students to evaluate real-world business situations and make decisions.

Topics:

- Introduction
- External environment
- Internal Environment
- Strategic purpose, culture
- Business level strategy
- Corporate level strategy
- International strategy
- Innovation
- Organic development, mergers and acquisitions, and alliances
- Evaluating strategies
- Organising for success
- Leadership and strategic change

Textbooks:

Learning Outcome:

- Examine business issues and evaluate business competitiveness using analysis techniques that are commonly applied in strategic planning.
- Evaluate the external factors affecting the business.
- Appraise the internal factors affecting the business.
- Formulate business-level strategies.
- Assess competitive rivalry and predict the likelihood of attack and response.
- Formulate corporate-level strategies.
- Select a suitable international strategy to gain entry into the global market.
- Examine the implications of cooperative strategies and other strategic options.
- Judge the leadership, innovation, organisational and entrepreneurial implications for strategy.
- Analyse different case scenarios.
- Construct case arguments in teams, acquiring team building and team management skills.
- Design reasonable and convincing viewpoints during discussions.
- Defend recommendations made using facts and informed judgement.
- Debate case analysis orally in class.

Continuous Assessment Component	Weightage (%)
QUIZ	5
TUTOR-MARKED ASSIGNMENT	15
TUTOR-MARKED ASSIGNMENT	15
GROUP BASED ASSIGNMENT	15
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**