

BUS489 Strategy for Business

Level: 4

Credit Units: 10 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

BUS489 Strategy for Business aims to provide the students 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.

This course will integrate the concepts covered in previous courses with those learnt in this course, so that the students can understand and evaluate strategic business issues. The course trains the students in Strategic Analysis, Choices of Strategy & Implementation of Strategy.

To achieve this, student can expect to conduct research on actual companies and industries to evaluate real-world business situations and formulate appropriate strategies. Thus, training students to sharpen their analytical and strategic thinking capabilities, as well as strengthen their written and oral presentation skills.

Topics:

- Introduction to Strategy
- Environmental Analysis
- Industry Analysis
- Competitive Analysis and Competitive Positioning
- Internal Analysis and Capabilities Analysis
- Gathering Strategic Intelligence
- Business Level Strategy
- Corporate Level Strategy
- Global Strategy
- Business Growth Strategy
- Strategy Formulation
- Strategy Evaluation and Implementation

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.
- Implement corporate-level strategies
- Propose a suitable international strategy to gain entry into the global market.
- Inspect the implications of cooperative strategies and other strategic options.
- Analyse different case scenarios.
- Construct case arguments in teams, acquiring team building and team management skills.
- Demonstrate well developed written proficiency.
- Practise oral presentation skills.

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	10
GROUP BASED ASSIGNMENT	18
GROUP BASED ASSIGNMENT	18
GROUP BASED ASSIGNMENT	18
GROUP BASED ASSIGNMENT	18
GROUP BASED ASSIGNMENT	18
Sub-Total	100

Examinable Component	Weightage (%)
Sub-Total	

Weightage Total **100**