



Course Code BADM 475	Course Title Strategy & Business Policy	ECTS Credit 6
Department Management & MIS	Semester Fall/Spring	Prerequisites MGT 281 Introduction to Management; ECON 261 Principles of Microeconomics; ECON 262 Principles of Macroeconomics
Type of Course Major	Field Management	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer Dr Ian McRoy
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are to:

- make students aware of the various business disciplines
- how to integrate their knowledge
- apply this knowledge to the planning and managing of strategic business activities.
- explore the management and strategy concepts and analytical techniques
- build on and expose students to the general management 'big picture', thereby providing a cross-functional and strategic perspective.
- stress the interrelationships between different aspects of the organisation and the integrated nature of strategy.
- integrate their knowledge of the various business disciplines and to apply this knowledge to the planning and managing of strategic business activities..

Learning Outcomes:

Upon completion of the course, students should be able to:

- Analyse the external environment and its impact on the organisation
- Assess the internal environment and strategic change issues facing an organization
- Demonstrate knowledge and understanding of the business environment and strategic considerations it raises
- Apply theory, models, frameworks and decision-making tools to identify key issues and make recommendations based on your findings.
- Discuss the advantages and disadvantages of selecting and adopting various strategic options which characterize the competitive business environment.
- The ability to analyse case studies on aspects of strategic management

Course Contents:

- The company vision, mission, strategy, objectives, tactics and social responsibility
- The macro environmental factors: PESTLE analysis; the global environment.
- The industry environment: Five forces model; lifecycle; market considerations; competitor analysis.
- Internal analysis: Value chain and system analysis; competitive advantage; financial and operating performance; SWOT matrix.
- Organisational structures
- Strategic analysis and choice: BCG matrix: generic strategy and implementation
- Quality and control

Learning Activities and Teaching Methods:

Lectures, Presentations, Tutorials, Case Studies; Assignments

Required Textbooks/Reading

Boddy D Management: An Introduction 4th Edition Pearson/Prentice Hall, (2008)

The course content and the chapters referred to in the set text are to be used as a guide other chapters may also be useful in order to gain a broader understanding of the subject.

ADDITIONAL READINGS :

Pearce P.J & Robinson A.B Strategic Management, 8th Edition
McGraw Hill/Irwin, New York City, USA (2003)

P Wright, MJ Kroll, J Parnell Strategic Management, 4th Edition

Prentice Hall, New Jersey, USA (1998)	
Financial Times	Business Week Forbes
The Wall Street Journal	The Economist
Harvard Business Review	Fortune