

Course Title: **Business Strategy**

Course Code: **INTB605**

Descriptor Start Date: **01/01/2022**

POINTS: **15.00**

LEVEL: **6**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

## LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

**Total learning hours: 150**

## PRESCRIPTOR

An introductory course that focuses on strategic thinking and the analysis of organisational and environmental situations in order to evolve and implement business plans. Students will learn the tools and frameworks to conduct industry and organisational analysis, formulate and evaluate strategic options, and consider strategic implementation.

## LEARNING OUTCOMES

1. Discuss the purpose and relevance of strategy to the contemporary organisation.
2. Apply appropriate data sources to analyse the organisation and its environment.
3. Compare and contrast different tools and frameworks used in the strategic management process, and discuss their application and limitations.
4. Develop and evaluate future strategic options for the organisation which are consistent with analysis and insights.
5. Explore the implementation of strategies.
6. Apply skills in researching, interpreting and reporting of strategic management insights.

**Disclaimer: Course descriptors may be amended between teaching periods/semesters**

## CONTENT

Strategy: definition & features;  
Strategic management process;  
Industry Analysis;  
Organisational analysis;  
Levels of Strategy;  
Strategy Formulation;  
Strategy Evaluation;  
Basics of strategy implementation.

## LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Case Study (Individual)	30.00	2,3,6
Written Report (Individual)	45.00	1,2,3,4,6
Strategic Solution (Canvas & Presentation) (Group)	25.00	1,2,3,4,5

### Grade Map

#### MAP1

A+ A A- Pass with Distinction  
B+ B B- Pass with Merit  
C+ C C- Pass  
D Fail

### Overall requirement/s to pass the course:

## LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: [www.ubs.co.nz](http://www.ubs.co.nz)

**For further information, contact:** Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

**Principal Programme:** AK3693, Bachelor of Business

**Related Programme/s:** AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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