

Course Title:	<b>Data-Driven Strategy and Performance</b>
Course Code:	<b>INTB866</b>
Descriptor Start Date:	<b>01/01/2024</b>
Descriptor End Date:	<b>31/12/2024</b>
POINTS:	<b>15.00</b>
LEVEL:	<b>8</b>
PREREQUISITE/S:	<b>None</b>
COREQUISITE/S:	<b>None</b>
RESTRICTION/S:	<b>None</b>

## LEARNING HOURS

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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

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An advanced study of how firms approach data strategically, leveraging data-driven insights to develop strategies to gain competitive advantage in dynamic national and international business environments. Focuses on developing advanced knowledge and skills that enable students to analyse and interpret data for business strategy development and enhanced business performance, through examination of forward-thinking, agile strategic analysis tools and frameworks that drive performance and change.

## LEARNING OUTCOMES

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1. Develop data and insights skills for strategy development and performance.
2. Critically examine forward-thinking, agile strategic analysis tools and frameworks that drive performance and change.
3. Evaluate frameworks for managing strategy processes and cultivate strategic foresight skills and creativity in strategy development.
4. Critically examine, convey and articulate the meaning and implications of strategic insight in driving business performance.

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

## CONTENT

Overview of the strategic management process;  
Analysis of different market and industry contexts;  
Identification and interpretation of data, and use of information-driven strategic insight for strategic planning and business decision-making;  
Review of agile strategic analysis tools and frameworks;  
Examination of the processes by which dynamic capabilities are developed;  
Examination of mechanisms to develop and communicate strategy to drive business performance and change.

## LEARNING & TEACHING STRATEGIES

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

## ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Report and presentation (group)	25.00	1,3,4
Report (individual)	65.00	2,3,4
Reflection on group-work (individual)	10.00	1,2,3,4

<b>Grade Map</b>	<b>MAP1</b>
	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

<b>Principal Programme:</b>	<b>AK1090, Master of Business Management</b>
<b>Related Programme/s:</b>	<b>AK1091 PgDipBM, AK1065 MGBus, AK1066 PgDipGBus, AK1085 MSCM, AK1086 PgDipSCM, AK1070 PgCertBusSt</b>

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