






**Diploma in Management (890) – Business Strategy**

<b>Prerequisites:</b> Basic business knowledge.	<b>Corequisites:</b> Completion of Certificate in Business Studies or equivalence.
<b>Aim:</b> Business strategy analyses where the business is trying to get to in the long-term; which markets should a business compete in and what kind of activities are involved in such markets; how the business can perform better than the competition in those markets; what resources (skills, assets, finance, relationships, technical competence, facilities) are required in order to be able to compete; what external, environmental factors affect the business' ability to compete; the values and expectations of those who have power in and around the business. The course examines global strategy issues, the forces that determine the international competitiveness of a firm and industry and develop a basic conceptual framework to formulate business strategy in a global setting.	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> The course requires a combination of lectures, demonstrations and discussions.	
<b>Intended Learning Outcomes:</b>	<b>Assessment Criteria:</b>
1 Define business strategy and analyse its importance.	1.1 Describe sustainable competitive advantage 1.2 Define issues which shape a company's strategy 1.3 Describe ethical and moral strategies 1.4 Explore a company's business model
2 Understand the process of defining and executing a company's strategy	2.1 Demonstrate how to develop a strategic plan 2.2 Define company objectives 2.3 Analyse how organizations implement and execute strategies
3 Discuss how a company evaluates its external environment	3.1 Describe the industry's dominant economic features 3.2 Analyse the competitive forces industries are facing 3.3 Describe factors driving industry changes and its impact 3.4 Analyse market positions industry rivals occupy 3.5 Describe key factors for future competitive success
4 Understand how to evaluate a company's resources and its competitive position.	4.1 Be able to evaluate a company's strategy in quantitative and qualitative terms 4.2 Be able to perform a SWOT analysis 4.3 Define competence
5 Analyse the different competitive strategies companies can employ	5.1 Describe low-cost provider strategy 5.2 Describe broad differentiation strategies 5.3 Define best-cost strategies 5.4 Define a focused strategy 5.5 Describe focused differentiation strategy

6	Analyse different methods of supplementing an organization's strategy	6.1	Describe strategic alliances
		6.2	Define outsourcing
		6.3	Describe collaborative partnerships
		6.4	Define mergers and acquisitions
		6.5	Explore how companies can use the Internet to position themselves in the market place
7	Analyse the strategic issues relating to international markets	7.1	Describe multicountry competition
		7.2	Define global competition
		7.3	Describe risks associated with foreign markets
		7.4	Describe how firms gain competitive advantage in the global market
8	Understand how to tailor make strategies to fit specific industries and company situations.	8.1	Evaluate the type of industry environment a company operates
		8.2	Be able to analyse the firm's position in the industry
		8.3	Explore a firm's best strategy alternatives including how to confront issues and problems
9	Describe the purpose of diversification	9.1	Describe economies of scale
		9.2	Define company restructuring
		9.3	Describe acquisition
		9.4	Describe internal startup
		9.5	Describe joint venture
		9.6	Describe a company's diversification strategy process
10	Describe how firms apply the general ethical principles and standards to their actions and decisions.	10.1	Define ethical standards
		10.2	Describe a firm's ethical and moral principles
		10.3	Describe unethical behaviour
		10.4	Explore how firms manage ethical conduct
		10.5	Define corporate social responsibility
		10.6	Describe why a firm's strategy should be ethical

### **Recommended Learning Resources: Business Strategy**

<b>Text Books</b>	<ul style="list-style-type: none"> <li>• Business Strategy: An Introduction by David Campbell, George Stonehouse and Bill Houston. ISBN-10: 0750655690</li> <li>• Business Strategy ("The Economist") by Jeremy Kourdi. ISBN-10: 1861974590</li> <li>• Corporate Strategy by Richard Lynch. ISBN-10: 0273701789</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	None

Tel: 0044 7423211037

Email: [info@londoncomputercollege.co.uk](mailto:info@londoncomputercollege.co.uk) Website: [www.londoncomputercollege.co.uk](http://www.londoncomputercollege.co.uk)

Registered No: 3267009 (England)