

H8IST: Introduction to Strategy

Module Code:	H8IST
Long Title	Introduction to Strategy APPROVED
Title	Introduction to Strategy
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	DESMOND GIBNEY
Module Author:	ROSALIND BEERE
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Evaluate strategic issues facing and organisation in a specific contextual condition.
LO2	Critique the importance of interaction within the competitive environment in developing and implementing successful strategy.
LO3	Interpret the findings of level specific analytical tools when applied to a specific business situation to determine the strategic position of the organisation.
LO4	Develop a reflective approach to analyse and evaluate strategic situations.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	Programme entry requirements

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Module Content & Assessment			
Indicative Content			
The Strategy Process • Introduction to key concepts • Strategy formulation vs. Strategy formation • Strategy as a pattern, plot, plan, position and perspective.			
The Business Environment • Levels of the environment • Macroenvironmental drivers for change • The ESTEMPLE framework (PESTEL) • The competitive environment and industry/sector structure • The 5-Forces model.			
Corporate Level Strategy • Structure and corporate configuration. • Strategic Business Units portfolio.			
Business Level Strategy • Competitive advantage • Generic strategies • Resources and Capabilities • Strategic position			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3
Non-Marked:	No		
Assessment Description: Focused course work, group discussion and coaching from the lecturer throughout a series of short assignments which take place evenly spread in the term period to maximise early feedback and to promote engagement.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Final Examination			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
Reassessment Description Candidates will attempt the repeat assessment for the module, if they do not successfully pass the module. Learners are required to attempt all assessments attaching to a module. For those modules where all learning outcomes are assessable with a final examination, the student does not have to re-sit failed individual CA components.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	2	Every Week	2.00
Lecturer Supervised Learning	Mentoring and small-group tutoring	1	Every Week	1.00
Directed Learning	Directed e-learning	3	Every Week	3.00
Independent Learning	Independent learning	8	Every Week	8.00
Total Weekly Contact Hours				6.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Beere, Rosalind. (2016), Strategic Management: Positioning, Devising and Implementing Effective Strategy, Cengage.</p> <p>Gerry Johnson,Richard Whittington,Kevan Scholes,Duncan Angwin,Patrick Regner. (2017), Fundamentals of Strategy eBook, Pearson Higher Ed, p.272, [ISBN: 9781292209074].</p>	
<i>Supplementary Book Resources</i>	
<p>Gerry Johnson. (2019), Exploring Strategy, Text and Cases, 12th Edition, Pearson UK, p.837, [ISBN: 9781292282503].</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	