

## H9STDEC: Strategy for Decision Making

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| Module Code:                                                                | H9STDEC                                                                                                                                   |
| Long Title                                                                  | Strategy for Decision Making <b>APPROVED</b>                                                                                              |
| Title                                                                       | Strategy for Decision Making                                                                                                              |
| Module Level:                                                               | LEVEL 9                                                                                                                                   |
| EQF Level:                                                                  | 7                                                                                                                                         |
| EHEA Level:                                                                 | Second Cycle                                                                                                                              |
| Credits:                                                                    | 10                                                                                                                                        |
| Module Coordinator:                                                         |                                                                                                                                           |
| Module Author:                                                              | COLETTE DARCY                                                                                                                             |
| Departments:                                                                | School of Business                                                                                                                        |
| Specifications of the qualifications and experience required of staff       |                                                                                                                                           |
| <b>Learning Outcomes</b>                                                    |                                                                                                                                           |
| <i>On successful completion of this module the learner will be able to:</i> |                                                                                                                                           |
| <b>#</b>                                                                    | <b>Learning Outcome Description</b>                                                                                                       |
| LO1                                                                         | Conceptualise the business context and environmental factors and forces which have an effect on the organisation and the strategy process |
| LO2                                                                         | Fully apply the basic concepts and approaches to the strategic management of organisations in practice                                    |
| LO3                                                                         | Interpret the findings of level specific analytical tools when applied to a specific business situation.                                  |
| LO4                                                                         | Determine the strategic position of an organisation in a given business situation, and formulate responsible strategic choices.           |
| LO5                                                                         | Develop a reflective and multi-perspective approach to analysing and resolving complex strategic situations.                              |
| <b>Dependencies</b>                                                         |                                                                                                                                           |
| <b>Module Recommendations</b>                                               |                                                                                                                                           |
| No recommendations listed                                                   |                                                                                                                                           |
| <b>Co-requisite Modules</b>                                                 |                                                                                                                                           |
| No Co-requisite modules listed                                              |                                                                                                                                           |
| <b>Entry requirements</b>                                                   |                                                                                                                                           |

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| Module Content & Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              |                           |           |
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| <b>Indicative Content</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              |                           |           |
| <b>The Strategy Process</b><br>Introduction to key concepts Strategy formulation vs. Strategy formation Strategy as a pattern, plot, plan position and perspective Strategic Change                                                                                                                                                                                                                                                                                                                                                             |                              |                           |           |
| <b>Strategy Content</b><br>Business level strategy Corporate level strategy Network level strategy                                                                                                                                                                                                                                                                                                                                                                                                                                              |                              |                           |           |
| <b>Strategic Context</b><br>International context Industry context Organisational context                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              |                           |           |
| <b>Strategic Purpose</b><br>The issue of corporate mission and corporate governance The paradox of profitability and responsibility                                                                                                                                                                                                                                                                                                                                                                                                             |                              |                           |           |
| <b>Assessment Breakdown</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              |                           | <b>%</b>  |
| Coursework                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                              |                           | 100.00%   |
| <b>Assessments</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                              |                           |           |
| Full Time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                              |                           |           |
| <b>Coursework</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                              |                           |           |
| <b>Assessment Type:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Continuous Assessment (0200) | <b>% of total:</b>        | 100       |
| <b>Assessment Date:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | n/a                          | <b>Outcome addressed:</b> | 1,2,3,4,5 |
| <b>Non-Marked:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | No                           |                           |           |
| <b>Assessment Description:</b><br>Learning objectives 1-3 are reached by means of focused course work, group discussion and coaching from the lecturer throughout a series of assignments which take place evenly spread in the block period to maximise early feedback and to promote engagement. Learning objectives 4-5 are addressed by focusing on the fact that currently accepted theories can only partially explain real contextual phenomena and thus a synthesis is sought by students to provide comprehensive analytical coverage. |                              |                           |           |
| No End of Module Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                              |                           |           |
| No Workplace Assessment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                              |                           |           |
| Reassessment Requirement                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                              |                           |           |
| <b>Coursework Only</b><br><i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>                                                                                                                                                                                                                                                                                                                                                                                              |                              |                           |           |

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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                              | Delivered in block format | 30    | Every Week | 30.00                           |
| Independent Learning                 | No Description            | 220   | Every Week | 220.00                          |
| Total Weekly Contact Hours           |                           |       |            | 30.00                           |
| Workload: Part Time                  |                           |       |            |                                 |
| Workload Type                        | Workload Description      | Hours | Frequency  | Average Weekly Learner Workload |
| Lecture                              | Delivered in block format | 30    | Every Week | 30.00                           |
| Independent Learning                 | No Description            | 220   | Every Week | 220.00                          |
| Total Weekly Contact Hours           |                           |       |            | 30.00                           |

| Module Resources                                                                                                                               |  |
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| <i>Recommended Book Resources</i>                                                                                                              |  |
| DeWit, B. & Meyer, R., 2010. Strategy: Process, Content, Context 4th ed., CENGAGE Learning..                                                   |  |
| <i>Supplementary Book Resources</i>                                                                                                            |  |
| Johnson, G., Scholes, K. & Whittington, R., 2008. Exploring corporate strategy 8th ed., Pearson Education..                                    |  |
| Mintzberg, H. & Ghoshal, P.S., 2002. The Strategy Process: Global Edition: Concepts, Contexts, Cases 4th ed., Financial Times/ Prentice Hall.. |  |
| Harvard Business Review.                                                                                                                       |  |
| <i>This module does not have any article/paper resources</i>                                                                                   |  |
| <i>This module does not have any other resources</i>                                                                                           |  |
| Discussion Note:                                                                                                                               |  |