

BUS6001 Business Strategy Management

Unit Description

This unit is designed to equip students with the knowledge, tools and techniques required to build better strategies in organisational contexts. Students will be introduced to contemporary issues in business strategies from the perspective of financial, accounting, marketing, and human resources functional management perspectives. The unit also takes the perspectives of the executive management. Students apply the knowledge gained in the unit to a variety of decision-making and problem-solving challenges.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Evaluate the internal and external factors impacting an organisation and formulate strategies for sustainable competitive advantage.
2. Recognise strategic decisions that present ethical challenges and make appropriate recommendations for ethical decision-making.
3. Design and implement communication and marketing strategies that align with the organisation's goals.
4. Reflect on the role of leadership in formulating, communicating, and marketing business strategy.