

ROYAL AGRICULTURAL COLLEGE MODULAR SCHEME

| <i>Sheet updated: April 2009</i> | | |
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| Module Code 4067/4098 | Module Title Business Strategy | Module Leader David Newton/Federico Topolanski |
| School which owns module | School of Business | |
| Programme(s) to which module belongs | MBA European Food and Agribusiness (4067) MBA International Food and Agribusiness (4098) | |
| Module Level 7 | Module Credits 15 | Pre-Requisites None |
| Minimum Study Time 150 hours | Contact Hours within Study Time 40 | Teaching Period August to April |
| Module Content | | |
| <p>VHL/USU (August – December): Business planning and the nature of strategic change; corporate purpose, mission and objectives; business environmental appraisal; concepts of 'fit' and 'stretch'; auditing resources</p> <p>RAC (January – March): Consider how a business can create and sustain competitive advantage; corporate structure, power and cultural influences; making strategic choices for growth and decline; implementing change.</p> | | |
| Module Outcomes | | |
| To achieve credit for this module, students must be able to: | | |
| VHL/USU | | |
| <ul style="list-style-type: none"> • Provide expert analysis of trends in the external environment and identify implications for decision makers;(A1)(B2) • Compile a resource audit and an analysis of an organisation's key sources of competitive advantage;(B1) | | |
| RAC | | |
| <ul style="list-style-type: none"> • Create a range of feasible strategic options and make recommendations between them; (A1)(B3) • Analyse options for the implementation of strategic decisions, and provide both an oral and written defence of their recommendations; (D4) • Assess the practical implications of corporate power and modifications in legal and organisational structures for effective decision-making by senior management. (A1)(C5) | | |
| Assessment | Description | Weighting |
| Coursework | Case study assignment | 50% |
| Examination | 3 hour (RAC) | 50% |

Key Text:

Students should be familiar with the content of at least one of the following:

GRANT, R.M. (2007) - "*Contemporary Strategy Analysis*" Revised 6th ed. Blackwell.

HABERBER, G. A. & RIEPLE, A. (2001) – "*The Strategic Management of Organisations*", F.T. Prentice Hall.

JOHNSON, G., SCHOLES, K. & WHITTINGTON, R. (2008) - "*EXPLORING Corporate Strategy*" 8th ed. F.T. Prentice Hall.