

Module Outline

Part 1- as validated

1.	Title	Strategic Business Analysis
2.	Level	4
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

The aim of this module to equip students to place organizations in contexts; past, present and future, then enable the student to analyse the macro, micro and internal business environments with reference to economics.

A comprehensive understanding of the environments that an organization operates in will enable students to interpret situations and allow managers to make decisions that add value for stakeholders within legal and financial frameworks. The focus of the module is on the external and internal influences on organizations and the effect these have on business practices and internal aspects of organizational life. Contemporary business issues will be studied as they arise.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Describe the purposes, structures, and legal and financial frameworks of a selected organization
2.	Employ a range of recognized business analysis tools to evaluate the internal and external environments of a selected organization
3.	Evaluate the current business landscape and analyse how its influence varies across different types of industries
	<i>Generic learning outcomes:</i>
4.	Select and apply given information or tools appropriate to the context
5.	Select and apply communication formats appropriate to contexts and audiences

7. Assessment

<p>Pass on aggregate or Pass all components <i>(modules can only be pass all components if this is a PSRB requirement)</i></p>	<p>Pass on aggregate</p>
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Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Report	75%	No	2000	1,2,4	
2.	Group Project	25%	No	5 min per person	3,5	

Further Details of Assessment Proposals
 Give brief explanation of each assessment activity listed

80% 2000 word report

The report will analyse the overall purpose, market share, and market positioning of a selected organization. It will also delve into key competitors, business structure/size, and financial details, employing a variety of analysis tools. The objective is to identify and evaluate key issues affecting the industry and assess their impact on the chosen organization.

20% Group Project (5 mins per person)

Students will be tasked with producing a business news broadcast in which they develop a video presenting contemporary events that influence the business world. They will analyse the implications of these events and incorporate industry-specific examples to enhance understanding.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA (Hons) Business and Management