






## Logistics & Supply Chain (850)

<b>Unit:</b> Business Strategy & Research	<b>Guided Learning Hours:</b> 220
<b>Exam Paper No.:</b> 3	
<b>Prerequisites:</b> Basic knowledge of business procedures.	<b>Corequisites:</b> A Pass or better in Certificate in Business Studies or equivalence.
<p><b>Aim:</b> The purpose of this course is to bring awareness of importance of strategy to different levels of the organisation, namely; multi-layered approach to different organisational levels (Corporate, Business and Functional). Strategy is a plan to create value; it is a plan of action. The purpose of Business research is to assist management in identifying if both business operations and strategies are reflected in their operations and interactions with customers. Business strategy is the foundation of an organisation's success. At</p> <ul style="list-style-type: none"> <li>• <b>Corporate Level</b> – strategies include overall direction and scope, mergers &amp; acquisition, diversification</li> <li>• <b>Business Level</b> – consists of positioning, differentiation, target customers and value creation</li> <li>• <b>Functional Level</b> – operations are repetitive; hence tactics involve efficiency of day-to-day activities; performance optimisation and streamlining processes.</li> </ul> <p>On completion, learners would understand the process of integrating business strategy and business operations; including the reasons why every business model requires a strategy, be it startup, traditional or AI digital transformation. Business model explains how an organisation operates and this story is told through a business strategy.</p>	
<b>Required Materials:</b> Recommended Learning Resources.	<b>Supplementary Materials:</b> Lecture notes and tutor extra reading recommendations.
<b>Special Requirements:</b> None	
<p><b>Intended Learning Outcomes:</b></p> <ol style="list-style-type: none"> <li>1. Understand strategy at different organisational levels (corporate, business and operations) and the building blocks of strategy.</li> <li>2. Understand why most business issues are described as strategic and identify differences between strategic decisions and other organisational decisions.</li> <li>3. Understand how strategic management differs from operational management.</li> </ol>	<p><b>Assessment Criteria:</b></p> <ol style="list-style-type: none"> <li>1.1 Identify the origins of strategy.</li> <li>1.2 Define strategy and the strategies at different levels.</li> <li>1.3 Develop strategy process and its building blocks.</li> <li>1.4 Evaluate environmental factors.</li> <li>1.5 Describe business strategic levels.</li> <li>2.1 Be able to describe characteristics of strategic decisions.</li> <li>2.2 Explore why strategic decisions are complex.</li> <li>2.3 Describe levels of strategic activities.</li> <li>2.4 Analyse internal issues that implicate strategy development.</li> <li>2.5 Be able to describe cultural web conceptual tool.</li> <li>3.1 Describe strategic management elements.</li> <li>3.2 Identify the purpose of strategic analysis.</li> <li>3.3 Explore strategic choices.</li> <li>3.4 Explain strategy implementation.</li> <li>3.5 Define strategic management challenges.</li> <li>4.1 Define business research.</li> </ol>

4. Understand the importance of business research and how it differs from other business decision systems.	4.2 Be able to identify research environmental factors. 4.3 Differentiate qualitative vs quantitative research methods. 4.4 Be able to describe advantages and disadvantages of interviews, questionnaires, observation, experiment and focus groups (primary research methods). 4.5 Evaluate business research process.
<b>Methods of Evaluation:</b> A 2½-hour essay written examination paper with 5 questions, each carrying 20 marks. Candidates are required to answer all questions. Candidates also undertake project/coursework Business Strategy & Operational Research with a weighting of 100%.	

**Recommended Learning Resources:** Business Strategy & Operational Research

<b>Text Books</b>	<ul style="list-style-type: none"> <li>Strategic Management by Richard Lynch. ISBN-10 : 1529758246</li> <li>The Strategic Manager: Understanding Strategy in Practice by Harry Sminia. ISBN-13 : 978-0367468064</li> <li>Operational Research by Harper &amp; W. M. ISBN-13 : 978-0712115391</li> </ul>
<b>Study Manuals</b> 	BCE produced study packs
<b>CD ROM</b> 	Power-point slides
<b>Software</b> 	None