

## Module Descriptor – Strategy Formulation

### Module – Short Title

Strategy Formulation

### Module – Long Title

Strategy Formulation

### Level

3

### Credits

10

### Semester

1

### Pass Mark

40%

### Module Description

This course introduces the fundamentals of strategy formulation. Topics covered include the meaning of competitive advantage, developing corporate missions and setting strategic objectives, environmental analysis, SWOT analysis, core competencies, value chain analysis, and strategic alternatives.

### Learning Outcomes

On completion of this module students should be able to:

- Explain competitive advantage
- Construct and defend a corporate mission and relate this to strategic objectives
- Evaluate their own financial institution's competitive advantage and appraise how its mission relates to its strategic objectives
- Analyse the competitive environment and identify the internal competencies of an organisation in general and their own institution in particular
- Analyse the value chain and explain its significance for strategic management
- Describe the different generic strategic alternatives available to the organisation and assess whether their institution is pursuing one of these

### Prior Learning:

- Requirements – Completion of all subjects at Stage 2

### Assessment

- Assignment
- Project/Essay
- 100% of Final Grade
- Completed assignment due for end semester

**Workload (hours)**

• Class Contact = (3 full days on campus of 6 hours each)	18
• Specified Learning Activities [assignments etc.]	
o Reading =	35
o Assignment =	80
o Reflective learning =	20
• Autonomous Student Learning	
o Class preparation =	10
o Self-Directed Learning =	50
o Exam Preparation =	0
o Exam =	0
• Total =	213

Students will be expected to reflect upon how the course concepts are applicable in their own workplace. A central feature of this module will be the sharing of the application and experience during class and the illustration of this experience in the coursework submitted. Advance preparation for the occasional classes scheduled, as part of this distance-learning module will be an important feature. Readings and questions to be reflected upon in advance of each meeting with the module tutor will be assigned at the start of the semester.

**Additional Information**

- The module is aimed at students who wish to understand the strategic aspects of business and who aspire to management and senior management careers in Financial Services.
- The module seeks to develop knowledge and awareness of the strategic considerations of an organisation and develop the students' capabilities to assess the external business environment, relevance of the value chain on the organisation's strategic development and outlines the generic strategic alternatives available to an organisation.