

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Business Administration (University of Northampton)
Module Title	Competitive Strategy and Innovation
Module Syllabus No. (if any)	STRM043
Content	Introduction to Business Strategy. Organisational Purpose. Environmental Analysis. Internal Analysis. Industry and Competitive Analysis. Leadership, Culture and Strategic Change. Strategy Evaluation and Selection. Global Issues and Trends in Strategic Management. Introduction to Business Strategy. Organisational Purpose
No. of Teaching Hours	30
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion
Assessment Methods and Weightages	PS1- Group Presentation (20 mins)– 50% AS1- Individual Case Assignment (2,500 words) - 50%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	Barak S. Aharonson (2013) Technology, Innovation, Entrepreneurship and Competitive Strategy – Emerald Publishing
Additional Reference Texts (if any)	-
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Identify, critically appraise, and select strategies for organisations operating within domestic and international contexts.
2	Critically evaluate strategies linked to responding to external Environments (fit strategies) and contrast them to strategies linked to core competencies (stretch strategies).
3	Recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations.
4	Be able to apply the concepts of strategic planning to current organisations and conduct an environmental and competitor analysis of a given organisation or industry, including within an international or global marketplace.
5	Develop appropriate policies and strategies within a changing environment for a variety of organisations, to meet stakeholder interests.
6	Develop and demonstrate key communication skills, both verbally and orally to a professional standard. Explain and apply the process of effective time management and self-directed research
7	Develop effective group-based capabilities both in terms of leadership and participation.
8	Demonstrate critical thinking and creativity: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise alternative strategies and choices.

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.