

PRINCIPLES AND CONCEPTS OF STRATEGY

Unit Reference Number	F/650/1150
Unit Title	Principles and Concepts of Strategy
Unit Level	5
Number of Credits	20
Total Qualification Time (TQT)	200 hours
Guided Learning Hours (GLH)	100 hours
Mandatory / Optional	Mandatory
Task Grading Type	Pass / Fail

Unit Aims

The Principles and Concepts of Strategy module explores the fundamental elements that guide strategic decision-making in organisations. It covers the analysis of internal and external environments, competitive positioning, and strategic resources and capabilities. Key frameworks such as SWOT, PESTEL, and Porter's Five Forces are examined to understand how they influence strategic choices. This unit also delves into the development and implementation of business strategies, emphasising the importance of alignment with organisational goals and the dynamic nature of the strategic landscape.

Learning Outcomes and Assessment Criteria

Learning Outcome – The learner will:	Assessment Criteria – The learner can:
1. Understand the principles of business strategy.	1.1 Explain what is meant by the term 'business strategy.' 1.2 Compare different levels of business strategy. 1.3 Compare elements of a strategic framework. 1.4 Explain strategy development processes.
2. Understand key business strategy theories and concepts.	2.1 Differentiate between different types of business strategies. 2.2 Compare the elements of a strategic management process. 2.3 Discuss key organisational theories which impact business strategy.
3. Be able to measure a business's micro and macro environment.	3.1 Explain different techniques used to measure a business's micro environment. 3.2 Apply techniques to measure a business's micro environment. 3.3 Explain different techniques used to measure a business's macro environment. 3.4 Apply techniques to measure a business's macro environment.
4. Understand a business's strategic options.	4.1 Explain what is meant by the term 'strategic option.' 4.2 Compare different strategic options available to a business. 4.3 Recommend and justify a relevant strategic option which a business could implement.

Scenario
<p>You are employed as an intern in a large local business. Your internship is coming to an end so your mentor thinks it is time for you to develop your understanding of business strategy.</p> <p>You have been directed by your mentor to work on a project where you will conduct some research on the topic of business strategy, and which will ultimately result in recommending a strategic option which the business could implement. To support you with this project your mentor has set you a series of tasks as follows.</p>

Unit Title Principles and Concepts of Strategy	
Task 1 of 3	
Unit Learning Outcomes	Assessment Criteria
LO 1 Understand the principles of business strategy.	1.1, 1.2, 1.3, 1.4
LO 2 Understand key business strategy theories and concepts.	2.1, 2.2, 2.3
LO 4 Understand a business’s strategic options.	4.1
Assignment Brief and Guidance	
<p>To demonstrate you have sufficient fundamental knowledge to be able to make a justified recommendation, you are to produce a report which considers the following;</p> <ul style="list-style-type: none"> ● the concept of business strategy ● levels of business strategy ● elements of a strategic framework ● a strategy development process ● types of business strategies ● elements of a strategic management process ● key organisational theories which relate to business strategy ● the concept of strategic options 	
Delivery and Submission	
<p>The submission is in the form of a report written in Word format. The recommended word limit is 1500 words excluding diagrams, references, and appendices.</p>	
Referencing	
<p>You are expected to use relevant academic and reliable sources, and clearly reference these in your work. References should be added to the text and placed at the end in a references list, using Harvard Referencing style. You should complete a bibliography to support all evidence.</p>	

Unit Title Principles and Concepts of Strategy	
Task 2 of 3	
Unit Learning Outcome	Assessment Criteria
LO 3 Be able to measure a business's micro and macro environment.	3.1, 3.2, 3.3, 3.4
Assignment Brief and Guidance	
<p>Using an organisation you are familiar with; explain and use relevant techniques to measure the business's micro and macro environment.</p> <p>You are to present these explanations in a memo to your mentor and use a poster presentation to provide examples of how you have used the techniques.</p>	
Delivery and Submission	
The submission is in the form of a memo and a poster presentation equivalent to 800 words excluding diagrams, references, and appendices.	
Referencing	
<p>You are expected to use relevant academic and reliable sources where appropriate, and clearly reference these in your work.</p> <p>References should be added to the text and placed at the end in a references list, using Harvard Referencing style.</p>	

Unit Title Principles and Concepts of Strategy	
Task 3 of 3	
Unit Learning Outcome	Assessment Criteria
LO 4 Understand a business's strategic options.	4.2, 4.3
Assignment Brief and Guidance	
<p>Your mentor has arranged for you to deliver a presentation to the Board of Directors at their next monthly meeting.</p> <p>Using the same organisation you used for Task 2, prepare a presentation that:</p> <ul style="list-style-type: none"> ● considers the different strategic options which are available to the business ● makes a justified recommendation to the Board regarding a strategic option which the business could select. 	
Delivery and Submission	
<p>The submission is in the form of a 10-minute presentation equivalent to 500-600 words and must be in a recognised presentation format.</p> <p>Enhance your presentation with visual aids if you wish to.</p>	
Referencing	
You are expected to use relevant academic and reliable sources where appropriate, and clearly reference these in your work.	

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