

LEEDS BECKETT UNIVERSITY

# Module Specification:

## H6 Corporate Strategy

## International Business Academy

### Module Summary:

Corporate Strategy is designed to study competition from the perspective of top management. A principal concern of managers is the relationship between the organization, its strategy, and its environment. This relationship is complex, uncertain, and always changing. Top managers shape and guide this relationship, making strategic decisions that change the organization's capabilities, shift its position in the environment, or lead the firm into a new business. For the most part, the course will tackle the complexity and ambiguity of strategic decision making through case studies that provide rich descriptions of situations that are faced by real companies that either fail or succeed.

Said differently, corporate strategy is an integrative capstone course. The only course that challenges the student to study and experience sets of multifunctional problems that confront top management. The course will allow the student to bring together all of their learned functional skills (i.e., finance, marketing, logistics, organization, etc.) and use them to study organizational problems within the context of real-world business case studies.

### Module Aims

To provide students with theoretical and practical knowledge of strategy to enable them to operate effectively and efficiently on the global business playing field.

### Module Learning Outcomes

To enable students to:

LO1 Use the concepts, models, and tools of strategic analysis.

LO2 Apply these to identify cause-effect relationships.

LO3 Find facts that support or reject these relationships.