

CS3D3-15 Business Strategy

20/21

Department

Computer Science

Level

Undergraduate Level 3

Module leader

Adam Chester

Credit value

15

Module duration

8 weeks

Assessment

100% coursework

Study location

Distance or Online Delivery

Description

Introductory description

This module will teach students about concepts, issues, models, and techniques in developing business strategy, in particular how business requirements are analysed, how technological solutions can be exploited for a competitive advantage, and the financial implications of strategic plans. Further, students will learn the relationship of strategy to business organisation and risks in the context of business strategy. Ultimately, they will apply this knowledge to strategy development in the context of their workplace.

Module aims

This module aims to:

- introduce concepts, issues, and techniques in business strategy which can support analysis of business requirements and the development of evidence-based solutions
- develop students' understanding of how organisations work and causes of business problems
- equip students to develop efficient business strategies and implementation plans

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be

covered. Actual sessions held may differ.

This module contains topics on:

- Concepts, issues, models, and techniques in developing business strategy
- Analysis of business requirements
- The role of technological solutions in business strategy
- The relationship of strategy to business organisation
- Problems and risks in the context of business strategy
- Financial aspects of strategic plans

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate their understanding of concepts, issues, models, and techniques in developing business strategy.
- Demonstrate their understanding of how business requirements are analysed and how technological solutions can be exploited for competitive advantage.
- Demonstrate their understanding of the relationship between strategy and business organisation and problems and risks in the context of business strategy.
- Demonstrate their understanding of the financial applications of strategic plans.
- Apply their knowledge to strategy development in the context of their workplace.

Indicative reading list

Grant, RM, "Contemporary Strategy Analysis (9/e)", Wiley (2016)

Subject specific skills

- Critically analyse a business domain in order to identify the role of information systems
- Can apply organisational theory, change management, marketing, strategic practice, human resource management and IT service management to technology solutions development
- Develop well- reasoned investment proposals and provide business insights
- The value of technology investments and how to formulate a business case for a new technology solution, including estimation of both costs and benefits
- How strategic decisions are made concerning acquiring technology solutions resources and capabilities including the ability to evaluate the different sourcing options
- The issues of quality, cost and time for projects, including contractual obligations and resource constraints
- Report on conclusions gained from analysing data using a range of statistical software tools
- Summarise and present results to a range of stakeholders making recommendations

Transferable skills

- Is able to identify the preferences, motivations, strengths and limitations of other people and apply these insights to work more effectively with and to motivate others.
- Competent in active listening and in leading, influencing and persuading others.

- Have demonstrated that they have mastered basic business disciplines, ethics and courtesies, demonstrating timeliness and focus when faced with distractions and the ability to complete tasks to a deadline with high quality.
 - Flexible attitude
 - Ability to perform under pressure
 - A thorough approach to work
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Study

Study time

Type	Required
Tutorials	14 sessions of 1 hour (9%)
Work-based learning	60 sessions of 1 hour (40%)
Online learning (independent)	40 sessions of 1 hour (27%)
Other activity	36 hours (24%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Other activity description

Self directed learning and assignment work (36 hours)

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time
Reflective review of practice in area within workplace	100%	

Feedback on assessment

Written

Availability

Courses

Course availability information is based on the current academic year, so it may change.

This module is Core for:

- Year 4 of DCSA-I112 Undergraduate Computer Science and Technology Solutions (Data Analyst) (Degree Apprenticeship)