



CORPORATE STRATEGY

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Corporate Strategy

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
<p>1.0 Understand the keys tasks involved in corporate strategy</p> <p>2.0 Understand key issues relating to planning and forecasting</p> <p>3.0 Understand the relationships between organizational objectives, policy and corporate strategy</p>	<p>1.1 Explain what is meant by corporate strategy and examine its significance</p> <p>1.2 Analyse the key tasks involved in corporate strategy (strategic implementation, strategic choice and strategic analysis)</p> <p>2.1 Evaluate the need for sound corporate planning</p> <p>2.2 Examine the problems associated with planning</p> <p>2.3 Differentiate between strategic planning and tactical planning</p> <p>2.4 Give an account on the hierarchy of plans and examine its relevance to corporate strategy</p> <p>2.5 Explain what is meant by forecasting and examine its importance in corporate strategy</p> <p>2.6 Explore the various methods of forecasting</p> <p>2.7 Evaluate the factors affecting forecasting</p> <p>3.1 Examine the nature of organizational objectives</p> <p>3.2 Analyse the relationship between the stakeholder theory and corporate objectives</p> <p>3.3 Differentiate between general objectives and specific objectives of an organization</p> <p>3.4 Analyse the relationship between a firm’s objectives and corporate strategy</p> <p>3.5 Give an account on the key considerations that must be made in setting a firm’s objectives</p> <p>3.6 Explain what is meant by a “policy”</p>

	<p>3.7 Analyse the relationship between policy formulation and corporate strategy</p> <p>3.8 Differentiate between specific policies and implied policies</p> <p>3.9 Examine various examples of policies and give an account on their relevance</p> <p>3.10 Explain what is meant by Management by Objectives (MBO)</p> <p>3.11 Give an account on the advantages and disadvantages of MBO</p>
<p>4.0 Understand the use of statistical information in decision making</p>	<p>4.1 Differentiate between primary data and secondary data</p> <p>4.2 Analyse the sources of information for corporate decision making</p> <p>4.3 Analyse the various methods of information collection and examine their advantages and disadvantages</p> <p>4.4 Give an account how information is analysed and presented</p> <p>4.5 Evaluate how information can be handled and used in making corporate decisions</p>
<p>5.0 Understand the practical application of corporate strategies</p>	<p>5.1 Evaluate Ansoff's Growth Matrix</p> <p>5.2 Explore the motives for internationalization</p> <p>5.3 Examine the market strategies involved in proactive internationalization and reactive internationalization respectively</p> <p>5.4 Give an account on the corporate international strategies that can be adopted with respect to marketing, finance, structure of business, international location and culture</p> <p>5.5 Evaluate the direct and indirect entry methods that may be used by an organization in an international market</p> <p>5.6 Explore the constraints on internationalization and examine how an organization may be strategically placed to deal with such</p>

6.0 Understand how globalization affects corporate strategy	constraints in an attempt to go international 6.1 Explain what is meant by globalization 6.2 Give an account on how globalization affects corporate strategy
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Recommended learning resources

Indicative reading	<p>Thompson et al 2005. Strategic Management; Awareness and Change 5th Edition: Thompson Learning, London ISBN 978-1-844480-083-4</p> <p>Gerry Johnson et al 2009; Exploring corporate strategy. Prentice Hall. ISBN: 978-0273731566</p>
Learning Aid	<ul style="list-style-type: none">• A comprehensive IPED study material is available to aid in learning and research of this unit.• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.