

BUS6001 Business Strategy Management

Unit Description

This unit develops the advanced analytical, decision-making and leadership capabilities required to shape organisational direction in complex and dynamic environments. Grounded in contemporary theory and informed by real-world practice, it equips students to evaluate internal capabilities and external forces, formulate strategies at business, corporate and global levels, and implement governance and control systems that ensure ethical and sustainable performance. Students will explore strategic leadership, innovation, entrepreneurship and competitive dynamics, preparing them to anticipate and respond to market disruption, globalisation and evolving stakeholder expectations. The skills and insights gained are applicable to leadership and strategic roles across a wide range of sectors, including corporate enterprise, government, not-for-profit organisations and international business. By the end of the unit, students will have developed the strategic mindset, analytical acumen and global perspective needed to drive organisational success and create long-term value.

Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks and 2 revision and assessment weeks)

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

1. Analyse and synthesise the foundational concepts, principles and schools of thought in strategic management to explain their relevance and application in contemporary organisational contexts.
2. Integrate advanced tools and techniques to assess external opportunities, threats and internal resources, capabilities and culture, in order to inform strategic decision-making.
3. Formulate competitive, corporate and global strategies that align with organisational objectives, respond to dynamic market conditions and consider competitive dynamics in diverse industry and international contexts.
4. Evaluate and propose leadership approaches, organisational controls, governance structures and ethical considerations that ensure strategic alignment, accountability and sustainable value creation.
5. Develop evidence-based strategic initiatives incorporating innovation, entrepreneurship and adaptation to emerging issues while considering stakeholder interests.