

Strategic Business Management and Planning

Unit Title	Strategic Business Management and Planning
Unit Reference Number	T/602/0128
Guided Learning Hours	180
Level	7
Number of Credits	20

Unit purpose and aim(s):

This unit aims to give learners a sound understanding of:

- the nature, scope and need for strategic business management and planning in international organisations
- the classical and contemporary models, concepts and tools used in business strategy and planning.
- how organisations identify and develop their goals and values
- the impact of political, economic, social, technological, environmental and legal factors
- the key forces that represent both opportunities and threats
- the strategy process to achieve of competitive advantage
- the future challenges affecting strategic business management and planning

Learning Outcome 1

The learner will: Understand the nature, scope and need for strategic business management and planning in international profit and not-for-profit organisations.

Assessment Criteria

The learner can:

Indicative Content

1.1 Explain the scope, nature and characteristics of strategic business management and planning in a global environment.	1.1.1 Examine the nature and context of businesses working in a global environment. 1.1.2 Consider the nature and scope of strategic decisions, in terms of time frames and level of decision-making. 1.1.3 Explain the characteristics of strategic decisions, including the aim of achieving competitive advantage, the effect of strategic decisions on the other organisational levels and the impact of environmental factors. 1.1.4 Examine Mintzberg's '5 Ps' to explain the concept of strategy.
1.2 Critically analyse the need for strategic business management and planning in a global environment.	1.2.1 Identify and explain the forces driving the need for strategic business management in a global environment, including: • Reduction in barriers to trade and investment; • Market liberalisation; • Economic development and modernisation; • Integration of worldwide financial markets; • Emergence of economic trade blocs; • Advances in technology; and • Convergence of consumer lifestyles and preferences. 1.2.2 Appraise the global business environment and the nature of global business activities. This will include appraisal of: • The forms of international trade, such as importing, exporting, international investment, outsourcing and direct investment. • The risks involved in global strategies, including cultural risk, country risk, currency risk and commercial risk.

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