Module Title	Corporate Strategy and Governance (CSG)
Module Code	BM628
Level	6

Module Description

During this module, the students will be learning corporate strategy and governance. The first topic learnt in this module is "views on strategy". This looks into the strategic lenses. The planning, command and logical incremental views. And the history of strategy and governance and how it affects today's decision making.

There will be discussions around "Missions and objectives in practice". Students will understand how to develop the missions statements and marketing stance. Around the time of week four, the topics will be analysing the external environment, the business cycle and the implications it causes. Macro-economic factors, porter's diamond model.

Other topics later on in this module are the marketing environment, the industry life cycle, internal analysis, strategic choice, identifying strategic options. and finally, a review of corporate governance.

Learning Outcomes

1: Critically evaluate the industry life cycle of a chosen organisation and reflect on the existing corporate strategy.

2. Compare and contrast the board's corporate governance structure and effectiveness.

3. Prepare a board crisis action plan for a natural disaster or unforeseen event of catastrophic proportions.

4. Critically analyse a corporate governance failure and suggest actions that can be taken to reduce or eliminate any similar such occurrences from happening in the future.

5. Critically analyse the various methods of data collection in order to conduct research into complex organisational issues using both primary and secondary research techniques.

Assessment

Coursework (CW1): Word report with action plan – Weighted 100%

- Part 1: Individual 1000-word - Formative
- Part 2: Individual report 6000 word – Summative

Note: For Corporate Strategy and Governance BM628, it has one-summative course coursework weighted 100%, however, this module is produced in 2 parts.
Firstly, the student would be required to produce a 1000-word report, which after receiving guidance and a formative feedback will develop it to a 6000-word report (Summative weightage). Accomplishing the two task by a student will amount to the 100% weightage.