Unit Information

Unit: Principles of Business Strategy
Level: 3
Credit Value: 6

What you will study:

You will learn to differentiate between internal and external stakeholders, and how their aims may differ. You will learn about the range of techniques used by businesses to influence business decision making. You will gain an understanding of the key roles that different functional areas of a business will have in the achievement of strategic objectives. This will also cover the strategies that can be used when a business is undertaking a rationalisation strategy.

You will also learn about how the different strategies that bring different benefits and challenges to business.

How you will be assessed:

1. You will sit a 45-minute exam over Skype.
2. You will write an essay.