Module Code  BSP3001B
Module Title  Business Policy And Strategy
Description  An introduction to the field of strategic management designed to provide an understanding of the fundamental concepts, critical issues and common practices involved in the management of business organizations. This course will help you understand some of the issues involved in both managing and being managed and equip you to become more effective contributors to organizations that you join. Major topics include industry analysis, strategy formulation at the corporate, business and functional levels, firm diversification, strategic alliances, firm resources, core competencies, and the role of structure, culture, rewards, and control in strategy implementation.
Module Credit  4
Workload  3-0-0-3-4
Prerequisites  All foundation modules
Preclusions  BSP3001 or BSP3001A or BSP3001C or BSP3001D or BSP3001E

+ Workload Components : A-B-C-D-E
A: no. of lecture hours per week
B: no. of tutorial hours per week
C: no. of lab hours per week
D: no. of hours for projects, assignments, fieldwork etc per week
E: no. of hours for preparatory work by a student per week