



Module Descriptor

Title	Organisational Strategy		
Session	2025/26	Status	
Code	LNDN10007	SCQF Level	10
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Ghiwa Dandach		
Summary of Module			
The purpose of this module is to develop the students ability to understand and evaluate the relationship between strategic analysis, strategic choice, and business performance in an international context. Students explore how external and internal factors influences strategic decisions, and evaluate how strategic choices contribute to an organisation performance in an increasingly international and hyper competitive environment. Students will become aware of the trends and development in the international economy that shape the business environment and thus the development of international strategies and operations. The module will enable students to analyse the business environment and suggest how organisations might manage they internationalisation process. This includes a structure, processes, systems, and culture needed to be successful. Students will develop knowledge of the strategic options open to organisations and this will include strategic alliances, mergers, and acquisitions. Students will be expected to be able to assess country attractiveness and evaluate options for international expansion, including market entry strategies			

Module Delivery Method	On-Campus¹ ☐	Hybrid² ☒	Online³ ☐	Work -Based Learning⁴ ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London	☐ Online / Distance Learning ☐ Other (specify)	

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

			☐ Paisley			
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate an understanding of the strategic management process and why organisations develop international strategies
L2	Critically examine the business environment and how it impacts on international strategic management
L3	Apply strategic management concepts to contemporary business situations in a group case study
L4	Present to a knowledgeable audience in a professional manner the findings of the case study
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 10 Demonstrate a broad and integrated knowledge of the main areas of international strategic management. Demonstrate a critical understanding of the theories and principles of international strategic management
Practice: Applied Knowledge and Understanding	SCQF 10 Use a range of skills and techniques as appropriate to the discipline Applying a range of techniques of inquiry and research Planning and executing the analysis and presentation of the findings of a case study
Generic Cognitive skills	SCQF 10 Applying a critical analysis and evaluation to some issues and international strategic management
Communication, ICT and Numeracy Skills	SCQF 10 Communicating effectively and appropriately in speech and writing Interpreting complex secondary materials Making effective use of information retrieval systems and use information technology applications
Autonomy, Accountability and Working with Others	SCQF 10 Working effectively together with others in groups or teams, taking a leadership role where appropriate Reflect on their personal leadership style and their ability to contribute to the group processes

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. In line with UWS Curriculum Framework, providing a flexible and hybrid, student centred and inclusive approach to learning and teaching, the module has been designed around the delivery of engaging, activity and discussion based workshops, nurtured by meaningful online content, including short videos, reading materials, etc. This approach creates more flexibility for students, while also enhancing deeper learning through engagement with peers and teaching staff, both online and in the classroom. This is further supported by the assessment approach adopted enabling students to develop both academic and employability focused knowledge and skills within international business all aligned to the overarching purpose and aims of the programme.	
Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200 hours total

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Whittington, R., Regner, P., Angwin, D., Johnson, G., and Scholes, K. (2020), 12th ed, Exploring Strategy, Harlow, Pearson.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-

campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Students are expected to engage and attend both virtually and in-person, as well as on the VLE.

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Management, Organisations People
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☒ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	
Moderator	
External Examiner	
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

This will be the first assessment to be submitted by students and it will involve groupwork. It involves a group report contributing to 50% of the module overall mark.

Assessment 2

The second assessment component is a group presentation contributing to 50% of the module overall mark.

Assessment 3

(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.
(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Group case study	☒	☒	☒	☐	☐	50%	

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Group PPT	☐	☐	☐	☒	☐	50%	

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Assessment 1: from Group essay to Group report	04/03/2025	Ghiwa Dandach
Essential reading/materials: previous version unavailable at university library	04/03/2025	Ghiwa Dandach