

Name: Business Analysis & Strategy					
Module/Course Code: IAB62015	Student workload: 510 Minutes / Week	Credits (ECTS): 4.53 ECTS	Semester 6	Frequency Even Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/ Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week		Class size X students: 34 Students
1	Prerequisites for participation (if applicable): -				
2	<p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Students are able to use and develop concepts of governance, management, and make strategic decisions from bankrupt companies. 2. Students are able to use economic, social, political, and ethical concepts from corporate bankruptcy to develop business ventures by understanding ethical concepts and state bankruptcy law. 3. Students are able to utilize information technology media in developing business units, conducting assessments and technical analysis of business bankruptcy. 4. Students are able to communicate and be responsible for the policies taken both individually and in groups when reviewing corporate bankruptcy case studies. 				
3	<p>Description:</p> <p>The Business Strategy Analysis course is a course that teaches business environment analysis (internal and external) with an emphasis on environmental implications for corporate strategy. It begins with a mission definition for the organization. The mission explains why the organization exists and provides the context for the strategy to be formulated or the set of tasks and techniques used as a liaison between stakeholders to understand the structure, policies and operations of an organization, as well as recommend solutions that enable the company to achieve its goals.</p>				
4	<p>Teaching methods:</p> <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works 				
5	<p>Assessment methods:</p> <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz 				
6	<p>Other information e.g. bibliographical references:</p> <p>Main reference</p> <ol style="list-style-type: none"> 1. Wheelen, Thomas L, & Hunger, J.David (2000), Strategic Management, Addison Wesley Publishing Company, Massachusetts. 2. Wit, B & Meyer, R. (2005): "Strategy Synthesis – Resolving Strategy Paradoxes to Create Competitive Advantage", Thomson 2005 . 				