

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Master of Business Administration
FHEQ Level:	7
Course Title:	Strategy for People, Planet and Profit
Course Code:	MGT 7109
Total Hours:	200 (standard 4 credit MA course)
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

In today's dynamic business and geopolitical landscape, where sustainability and ESG have an increasing importance, this course equips students with the tools and frameworks to navigate strategic analysis, planning, and implementation with a triple bottom line focus. Through case studies that examine both internal operations and the external environment, you'll learn to apply ESG principles to real-world strategic challenges that provide societal, environmental and financial value. Culminating in a practical project where you'll design and implement a sustainability-driven strategic plan for a chosen organization, this course prepares you to become a leader in sustainable business practices.

Prerequisites:

N.A.

Aims and Objectives:

- Students will master the art of sustainability-driven strategy gaining a deep understanding of the nature and role of strategic analysis and planning, emphasizing ESG values and the triple bottom line.
- Students will navigate the dynamic business landscape by exploring key strategic management concepts and frameworks, recognizing their vital role in organizational success and long-term survival.

- Students will become fluent in the language of strategy and be equipped with the theories, analytical tools, terminology, and language of strategic management, sustainability, and ESG.
- Critical thinking will be developed by the application of conceptual frameworks to real-world strategic challenges, developing critically analysis and complex business problem solving.

Programme Outcomes:

MBA:

A1, A2, A5
B1, B2, B3, B4, B5
C2, C3
D1, D2, D3, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Critically evaluate the business strategies of MNCs, NGOs and SMEs
- Identify and analyse the macro-environmental issues and competitive market forces that affect an organization with reference to modern interest in concepts of sustainability
- Identify and assess an organization's competitive strengths and weaknesses with particular reference to sustainability and ESG values.
- Identify and critically evaluate the strategic options available to an organization to create or embed ESG values into their strategy.
- Create and critically evaluate a strategic plan that incorporates the principles of the triple bottom line.

Indicative Content:

- Corporate vision, mission and purpose
- Macro-environmental Analysis
- Industry and Sector Analysis
- Stakeholder Analysis
- Strategy in an NGO
- Resources, Core competencies and competitive advantage
- Sustainable Strategic Management
- Triple Bottom line and ESG values
- Creating and Evaluating a Strategic Plan

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:***Indicative Text(s):***

- Elkington, J. (2020). *Green swans: the coming boom in regenerative capitalism*. Fast Company Press.
- McManners, P. (2023). *Essentials of Sustainability for Business: A Practical Approach*. London: Routledge.
- Johnson, G., Whittington, R., Scholes, K., Angwin, D. and Regnér, P. (2023) *Exploring strategy*. 13th edn. Harlow: Pearson.
- Stead, J. G., & Stead, W. E. (2014) *Sustainable strategic management*. Routledge.
- Wit, B. (2020) *Strategy: An International Perspective*. 7th edn. Cengage Learning.
- Wunder, T. (Ed.) (2019). *Rethinking Strategic Management: Sustainable Strategizing for Positive Impact*. Springer Nature.

Journals

- Academy of Management Journal (AC Mgt.).
- British Journal of Management (Blackwell).
- California Management Review (University of California, Berkeley).
- European Management Journal (Elsevier).
- Harvard Business Review (Harvard Business School).
- International Journal of Sustainable Strategic Management (Inderscience)
- Management Today (Chartered Institute of Management)
- Sloan Management Review (MIT School of Management)
- Strategic Management Journal (Wiley).

Web Sites

www.ft.com Financial Times
www.wsj.com Wall Street Journal
www.economist.com Economist
www.bloomberg.com Bloomberg
www.hbr.org Harvard Business Review

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval	Change Actioned by Registry Services

	Body (School or AB)	
Annual updates	June 2023	
Programme outcomes updated	February 2024	
Total Hours Updated	May 2024	