

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