

Course: Business Strategy and Risk

credits: 5

Course code	IFCB20BSR1C	Modes of delivery	Assignment
Name	Business Strategy and Risk		Lecture
Study year	2022-2023		Project-based learning
ECTS credits	5	Assessments	Business Strategy and Risk - Assignment
Language	Dutch, with parts in English		
Coordinator	J.W. van der Zee		

Learning outcomes

Level 3

PLO1: Strategic Management

The student provides insight into an organization's national and international external environment and advises management on sustainable decisions for the organization.

1. The student uses various strategic models to describe the external context of an organization.
2. The student considers several trends, describes the effects on the external context of a company and incorporates this into the strategy of the organization.
3. The student describes and applies a theoretical framework using theories on risk management and current affairs to come up with a strategy for managing the risks of the company.
4. The student knows different aspects of change in an organization differentiating between transitions in design and development

PLO4: 4: Governance, Risk & Compliance

The student advises on establishing information and business processes aimed at sustainably managing risks in an organization

1. The student describes and assesses the risk management process and the way in which the risk management process is set up within an organization. He advises about this. This involves both the process itself and the way it is embedded in the organization.
2. In a case study the student manages a risk management process on a strategic level, consisting of a description and an evaluation of risks and identifying risk management measures, whereby a risk-control matrix is drawn up. He gives recommendations/advice to the organization.
3. The student understands the role of the strategic partner in business as part of the responsibilities and tasks of a business controller. He can formulate his own vision on this role. In a personal reflection the student describes what the importance is of a strategic partner in business for the processes of designing strategy, strategic risk management and change management in the organization.

Content

In Business Strategy and Risk you will be taught how to look upon the strategy of a company and the risks that will appear when the business surroundings change. You will get real life assignments to put the theory you learn into practice

Example of professional tasks and products:

1. Branch analysis
2. Market strategy
3. Transition strategy
4. Improvement strategy
5. Risk management

Study material:

Johnson, G. et al, Exploring Strategy: Text and Cases, 11th edition, Pearson

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