Course: Business Strategy and Risk — credits: 5

Course code	IFCB20BSR1C
Name	Business Strategy and Risk
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	B. Baldew
Modes of delivery	Assignment Lecture Project-based learning
Assessments	Business Strategy and Risk - Assignment

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

The course Business Strategy & Risk (BSR) comprises determining business strategy and concomitant risks and formulating them at an operational level.
It entails studying current theories and applying these on real case assignments in groups, mainly in accordance to the graduation research framework.
Students conduct an internal and external research of the organization based on correct methodological principles, evaluate the existing corporate strategies and risks, and subsequently formulate substantiated recommendations related to business strategy and measures for strategic risk management, based on pertinent theories.
This time we shall move from the abstract towards the concrete, by operationalizing business strategies and describing execution and tangible outcomes.
The module is related to the Business Control module coming up in the following period.
Both these modules highlight the pivoting role of a business/financial controller in an organization.

After this course you can:

- Research and explore the external environment of an organization and distinguish the determining factors and trends needed to realize the firm's business strategy while controlling strategic risk.
- Describe the main theories related to strategic and risk management.
- Recommend measures and organizational changes in the management of business strategy and risk.

Included in programme(s)

International Finance & Control

School(s)

Business & Law

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