

School	Pôle Paris Alternance (PPA Business School, Paris, France)
Qualification Title	BBA Professional Accounting
Recognition	Commission Nationale de la Certification Professionnelle (CNCP) (National Commission for Professional Certification)
Listed On	Répertoire national des certifications professionnelles (RNCP) National Directory of Professional Certifications
RNCP Code	16261
RNCP Web Link	http://www.rncp.cncp.gouv.fr/grand-public/visualisationFiche?format=fr&fiche=16261
Module Title	Business Analysis
Module Code	
EQF Level	6
Semester	First Semester
ECTS Credits	
Study Hours	52
Private Study	100
TOTAL HOURS	152
Languages Available	French English
Aims	The module aims to provide students with an understanding of how businesses develop and implement strategy.
Learning Outcomes	<ol style="list-style-type: none"> 1. Identify and analyse the consequences of a business's current objectives, market position and direction. 2. Evaluate the likely consequences of strategic choices and recommend strategies to meet the objectives of a business 3. Recommend appropriate methods of implementing and monitoring strategies
Skills	<ol style="list-style-type: none"> 1. Commercial awareness 2. Communication skills 3. International awareness
Syllabus	<p>STRATEGIC POSITION:</p> <p>Introducing strategy; The environment; Strategic capabilities; Strategic purpose.</p> <p>STRATEGIC CHOICE:</p>

	<p>Business level strategy; Corporate strategy and diversification; Mergers, acquisitions and alliances; Managing risk.</p> <p>STRATEGIC ACTION:</p> <p>Evaluating strategies; Leadership and changes.</p>
Assessments	<p>Assessment 1: Written Unseen Examination Assessment Type: Written Exam Duration: 3 Hours Weighting: 100%</p>
Teaching and Learning Strategies	<p>Teaching Method 1: Lecture Teaching Method 2 : Workshops Teaching Method 3: Seminars</p>
Learning Resources	