

Basics of Business Strategy

Understanding the concept of business strategy is important for applying data analytics to fundamental issues of decision making and strategy in business environment.

Knowledge item description	References
Beginner	
Understanding the basics of management role	[1.1]
Understanding the basics of organizational behavior	[1.1], [2.1]
Understanding types of decisions and decision making process	[1.1], [1.2], [3.2]
Competent	
Understanding the concept of business strategy	[1.2], [2.2], [3.1], [3.2]
Understanding decision theory and its application	[1.2], [2.2]
Expert	
Understanding game theory and its application	[1.2], [2.2]
Understanding Six Sigma approach	TBD

References

#	Reference	Link
1.	LSE Study Guide: Introduction to business and management	TBD
1.1	Chapter 3: The management role	Page 45
1.2	Chapter 4: Theoretical approaches to strategic decision making and organisational change	Page 67
2.	Mullins, L.J. Management and Organisational Behaviour	TBD
2.1	Chapter 12 'Managerial behaviour and effectiveness', pp.457–64; 'Managerial style' up to and including 'The managerial/leadership grid', pp.467–77; 'Management by objectives' up to and including 'Measures of effectiveness', pp.480–90; 'The management of time' up to the end of Chapter 12.	
2.2	Chapter 14 'Organisation strategy and structure'	Page 543
3.	Daft, R.L. New Era of Management	TBD
3.1	Chapter 8 'Strategy formulation and implementation'	Page 237
3.2	Chapter 9 'Managerial decision making'	Page 271