



UK

## SYLLABUS 2025-2026

### Corporate Environments

#### MODULE SPECIFICATION

Module Code	2526_STG_1_EN_007
Campus	Oxford
Department(s)	Strategy and Entrepreneurship
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 01
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	2
Equivalent FHEQ credits	4
Study Hours	40 hours which comprise of 14 directed learning and 26 independent learning/assessment hours

#### MODULE DESCRIPTION

Module Aims	This module provides a foundational introduction to corporate environments. It is designed to help students understand what a company is and its strategic missions within a complex business ecosystem. Students will learn to analyse their corporate environment and its evolution, identifying key challenges and their potential consequences for an organisation. The module is essential for developing a basic comprehension of corporate operations and the external factors that influence them.
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<b>Teaching Arrangement</b>	Module materials will be sent to students in advance, and they are expected to review them before class. Sessions combine theoretical input with group or individual work, debates, quizzes, student presentations, and lecturer debriefs. Activities may use real or fictitious cases, articles, reports, or videos. The approach is participative, encouraging active engagement and critical thinking. The goal is to highlight the limits of certain concepts and go beyond superficial use of tools. Sessions also provide space for reflection and debate on current issues or case studies.
<b>Learning Outcomes</b>	By the end of this module, students should be able to: <ol style="list-style-type: none"> <li>1. Explain the position of a company within its broader corporate environment.</li> <li>2. Analyse the global environment, including key factors that influence business operations.</li> <li>3. Identify and analyse the competition within a specific market.</li> <li>4. Describe the role of key stakeholders and their influence on corporate decisions.</li> <li>5. Apply basic analytical tools to anticipate changes and adapt company decisions.</li> </ol>
<b>Competency Goals*</b> ( <i>Knowledge, expertise and interpersonal skills</i> )	PGE_U_CG06 - Evolve in a globalised world
<b>Alignment with Programme Learning Goals*</b>	PGE_U_CG06_LO01 - Work in a multicultural team and/or environment

## SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<p><u>Session 1: Introduction - Towards an Awareness of the Company and its Environments</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> <li>• Society vs. enterprise: understanding the essential difference <ul style="list-style-type: none"> <li>◦ What is enterprise?: from Ford to Owen to Friedman to Freeman</li> </ul> </li> <li>• The corporate environment: ultra-performance, performance, economic growth/decrease, rise of extremes, environment and ecology, poverty, terrorism, etc.</li> </ul> <p><i>References:</i></p> <ul style="list-style-type: none"> <li>• Weiss, J.W. (2021) <i>Business ethics: A stakeholder and issues management approach</i>. 7th edn. Oakland, CA: Berrett-Koehler Publishers. (Chapter 1)</li> </ul> <p><i>Assignments:</i></p> <ul style="list-style-type: none"> <li>• Case study, videos, and readings</li> </ul>
<p><u>Session 2: Macro-Environment – the PESTEL Method</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> <li>• Emphasis on forces such as social, societal and attitudinal changes (SD), ecological changes</li> </ul>

*Last reviewed: 11/09/2025*

(scarcity of resources, etc.), etc.

- Overview of the scenario method

*References:*

- Albino-Pimentel, J., Durand, R., Dussauge, P. and Lehmann-Ortega, L. (2024) *Strategor: All you need to know about strategy from start-ups to multinationals*. Dunod. (Chapter 2)

*Assignments:*

- Case study, videos, and readings
- Work on the scenario method

Session 3: Micro Environment / Industry

*Content:*

- The 5+1 competitive forces model
- Life cycle model
- Competition cycles
- Limits of the Porter model

*References:*

- Albino-Pimentel, J., Durand, R., Dussauge, P. and Lehmann-Ortega, L. (2024) *Strategor: All you need to know about strategy from start-ups to multinationals*. Dunod. (Chapter 2)

*Assignments:*

- Case study, videos, and readings

Session 4: Complementors, Networks Effects, and Strategic Groups

*Content:*

- Overview of complementors, network effects, and strategic groups

*References:*

- Albino-Pimentel, J., Durand, R., Dussauge, P. and Lehmann-Ortega, L. (2024) *Strategor: All you need to know about strategy from start-ups to multinationals*. Dunod. (Chapter 2)

*Assignments:*

- Case study, videos, and readings

Session 5: TPP and the Need to Broaden the Spectrum of Forces Affecting an Industry

*Content:*

- Defining and identifying stakeholders
- Stakeholder categorisation
- Stakeholder relationship management

*References:*

- Weiss, J.W. (2021) *Business ethics: A stakeholder and issues management approach*. 7th edn. Oakland, CA: Berrett-Koehler Publishers. (Chapter 3)

*Assignments:*

- Case study, videos, and readings

**KEY TEXTS**

1. Albino-Pimentel, J., Durand, R., Dussauge, P. and Lehmann-Ortega, L. (2024) *Strategor: All you need to know about strategy from start-ups to multinationals*. Dunod.

## SUPPLEMENTARY TEXTS

1. Weiss, J.W. (2021) *Business ethics: A stakeholder and issues management approach*. 7th edn. Oakland, CA: Berrett-Koehler Publishers.

## MODES OF ASSESSMENT

Continuous Assessment (40%)	Case study	20%
	Written exam	20%
Final Exam (60%)	Case study	

## MODULE DESIGN TEAM

- Author: *Amira Laifi*
- Reviewer: *Carolyn Decker-Lange*
- External Reviewer: *John Mariampillai*