

Unit 7: Business Strategy

Learning hours: 60

NQF level 4: BTEC Higher National – H2

Description of unit

The aim of this unit is to develop learners' abilities to evaluate and select strategies appropriate to business organisations. This will involve an analysis of the impacts of the external operating environment and the need to plan organisational strategies to ensure effective business performance.

Summary of learning outcomes

To achieve this unit a learner must:

- 1 Analyse how the business environment is considered in **strategy formulation**
- 2 Understand the process of **strategic planning**
- 3 Examine approaches to **strategy evaluation and selection**
- 4 Analyse how **strategy implementation** is realised.