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# Statement of participation

# Guest user

has completed the free course including any mandatory tests for:

## Strategic view of performance

This 4-hour free course explored three approaches to understanding strategy and analysed the direction that strategic management may take now take.

**Issue date:** 14 March 2022



**www.open.edu/openlearn**

This statement does not imply the award of credit points nor the conferment of a University Qualification.
This statement confirms that this free course and all mandatory tests were passed by the learner.

Please go to the course on OpenLearn for full details:
**https://www.open.edu/openlearn/money-business/human-resources/strategic-view-performance/content-section-0**

COURSE CODE: **B700_3**

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# Strategic view of performance

https://www.open.edu/openlearn/money-business/human-resources/strategic-view-performance/content-section-0

## Course summary

Please note: this course will be closing on 11 May 2022. After this date, you will no longer be able to study the course but if you've already gained your cerficate this will continue to display in your learner profile. Strategic management and planning are no longer the preserve of senior executives. This free course, Strategic view of performance, looks at three different approaches to strategy before analysing the direction that strategic management may take now that it has become an accumulation of small tactical decisions rather than a top-down process. If you are interested in how a business 'ticks', this course could provide some of the answers.

## Learning outcomes

By completing this course, the learner should be able to:

After studying this course, you should be able to:

- explain the difference between a ‘markets approach’ and a ‘resource-based approach’ to strategy, and how they complement each other
- explain what is meant by ‘the value chain’, and how it applies to an organisation
- explain what is meant by ‘emergent strategy’ and why intended and actual strategy may differ
- contribute more effectively to developing and implementing strategy in the organisation.

## Completed study

The learner has completed the following:

**Section 1**

What do we mean by strategy?

**Section 2**

Market-based approach to strategy

**Section 3**

Resource-based approach to strategy

**Section 4**

Strategy as rational planning