

Understanding Strategic Management

Module Code:	SIB6003-A
Academic Year:	2017-18
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Kyoko Fukukawa

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	82

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 1 (Sep - Jan)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 1
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 1
BDB	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To develop an understanding of, and abilities in, the theory and practice of contemporary strategic management.

Outline Syllabus

Strategic Management Theories.

External environmental analysis.

International resource and capability analysis.

Strategy Dynamics.

Mission and objectives.

Stakeholders.

Business ethics.

Corporate social responsibility/sustainability as a 'triple-bottom line' concept encompassing the economic dimension (eg the notion of economic justice); the social dimension (eg human rights, dignity at work, cultural diversity, and social justice); and the environmental (ie ecosystems, environmental protection/restoration, and intergenerational responsibility).

Organisational structure, style and people issues.

Knowledge, technology and innovation.

Developing Strategic Options.

Strategy evaluation and development - the prescriptive and emergent approaches compared.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 demonstrate a systematic understanding and knowledge of strategic management, particularly in the light of major contemporary debates such as those focused on business stakeholders, business ethics, corporate social responsibility, and sustainable development (ie the three pillars of sustainability/the triple bottom line approach that include the economic, the social and the environmental dimensions).
- 2 select and apply appropriate tools, models, and theories to real business organisations and their strategic management.
- 3 analyse, evaluate and synthesise a range of ideas and information, communicate effectively orally and in writing, and work successfully as part of a team.

Learning, Teaching and Assessment Strategy

The module is delivered through a combination of lectures, student-centred seminars, and directed private study. Your learning is supported during seminars through discussion of staff-selected case studies and assessed oral group presentations of student-selected case studies. Strategic management theory and models will be applied to the chosen case studies. Some oral feedback is given in seminars. Written feedback is given via the assessment of the group written and oral report. Blackboard is used to support all of the above activities.

All Learning Outcomes are supported by lectures, tutorials and associated reading. LOs 1, 2, 3 are summatively assessed by the group assignment which is based on case study analysis and the individual assignment which is based on a single company selected by yourselves. Oral skills and working as part of a team are assessed within tutorial activities and more formally through the group assignment which is presented and reflected on within tutorials to both the module leader and your peers. Oral formative and summative feedback

is given during tutorials including in relation to the group assignment presentation. Groups also receive written summative feedback of the group assignment within two weeks of their presentation together with individual feedback directed to each member of the group. Written formative feedback is provided on the individual assignment after the assessment period. The module assesses Sustainability through content on CSR, ethics and triple bottom line.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Referral	Coursework	Supplementary: Individual written report of 2000 words		100%	No
Summative	Coursework	Group written project and oral report of 2500 words		30%	No
Summative	Coursework	Individual written report of up to 1500 words		70%	No

Legacy Code (if applicable)

MAN0208M

Reading List

To view Reading List, please go to [rebus:list](#).