

Applied Strategic Management

Module Code:	SIB6004-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 6
Module Leader:	Dr Deirdre McQuillan

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	7
Tutorials	11
Directed Study	82

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
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 2
BDA	University of Bradford / Semester 2 (Feb - May)
BDB	University of Bradford / Semester 2 (Feb - May)

Module Aims

To develop the relevant knowledge, understanding and analytical abilities to enable you to undertake an in-depth strategic analysis of a company or organisation of your choice.

Outline Syllabus

Strategy evaluation, implementation and control.

Implementing customer driven strategy.

Managing strategic change.

Strategic leadership.

International strategy.

Building a cohesive strategy.

The module will build upon the techniques of strategic analysis learned in MAN0208M Understanding Strategic Management. As well as more advanced aspects of the theory of strategic management, in particular implementation and control, you will receive guidance on how to find and interpret information on the company that you will study in depth.

Module Learning Outcomes

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

- 1 have an in-depth knowledge of the theory of strategic management.
- 2 have an appreciation of analysing situations and problems in the context of a real organisation, and appreciate the issues of data availability and making appropriate assumptions in order to develop an objective and systematic strategic recommendation in a professional context regarding strategy issues.
- 3 develop skills in conducting company research, skills in data collection and reasoning through an evidence-based approach, and make a presentation of your analysis in a professional consultancy context.

Learning, Teaching and Assessment Strategy

Staff-led seminars where knowledge is disseminated in a lecture setting. These comprise 7 hours of advanced strategic management topical seminars and 11 hours of support seminars where you can raise immediate issues regarding your analysis from a professional consultancy context. The seminars are divided between exploring actual case studies and developing analytical capabilities. Oral feedback will be given on a one-to-one basis during the practical sessions.

All Learning Outcomes are supported by lectures, tutorials, practical workshops and associated reading. LOs 1, 2, and 3 are formatively assessed by the individual assignment which is based on a single company selected by yourselves. Written feedback and oral feedback during tutorials relating to the project outline completed in week 4 is provided to guide you on your assessment project. Where concerns are identified in the outline, students are given individual feedback. LOs 2 and 3 are formatively assessed within tutorial and workshop activities. Written feedback is provided to you on the module 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'
Summative	Coursework	Individual assignment of up to 2000 words	0 hours	100%	Yes

Legacy Code (if applicable)

MAN0209M

Reading List

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