

Strategic Management

Module Code:	SIB7010-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	74
Examinations DO NOT USE	2

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
PDA	Kozminski University / Semester 3 (June - Oct)
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 3
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept - Aug)
HKA	Resource Development International (RDI), Hong Kong / Semester 3
BDA	University of Bradford / Full Year (Sept - Aug)

Module Aims

To enable you holistically to examine an organisation and to evaluate its long-term prospects for success by an analysis of its strategy in relation to the environment in which it operates.

Outline Syllabus

Introduction to strategic management. Understanding the history and elements of the design, planning and positioning schools. The external environment, industries and competition. From resources and capabilities to competitive advantage. From competitive advantage to competitive strategy. Developing competitive strategy. From strategic options to choice and implementation.

The issue of sustainability is embedded throughout the entire programme.

Module Learning Outcomes

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

- 1
 - 1a. Critically integrate the knowledge and skills about different aspects of the firm already acquired in the programme by having a holistic view of organisations and their environments.
 - 1b. Ability to apply strategic management concepts and tools to support your argumentation.
 - 1c. Understand how strategic management bridges together and affects the different units of the firm.
- 2
 - 2a. Conduct strategic analysis and planning for real companies active in a number of different industries.
 - 2b. Evaluate the strategic challenges arising from the internal and external environment of a firm.
 - 2c. Formulate different strategic options and develop strategic actions for the implementation of a firm's strategy.
 - 2d. Consider issues of sustainable development and corporate social responsibility in the analysis, crafting and implementation of a strategy.
- 3
 - 3a. Develop reasoning in managerial judgements based on the extensive critical analysis of information and use of relevant theoretical models.
 - 3b. Develop the ability to formulate, present and defend an argument and opinion using appropriate verbal and written communication skills.
 - 3c. Plan and time manage your learning activities.

Learning, Teaching and Assessment Strategy

The delivery of the module will be through lectures, seminars and directed study. Each lecture will provide you with the necessary theoretical background following contemporary research in strategic management and practical real-life examples required to enhance your knowledge and gain critical awareness of how to think strategically about the firm. Issues and considerations for sustainable development will be incorporated in each of the concepts discussed in the lectures. The seminars will be delivered using case studies (including a number of sustainable development specific case studies), providing a platform for a critical analysis of the concepts taught in the lectures. You will work in groups in order to analyse, present and discuss your analysis in the class. Each of the initial seminars will emphasize on one case study analysis step, followed in a progressive order. The latter seminars will involve group student presentations where each week all groups will be responsible to present their answer to one of the case study analysis steps. The presentations will not be assessed but will allow you to practice your critical appraisal skills and evaluate/reflect your

personal development by receiving formative feedback from the tutor and peers. Directed study will consist of personal reading, preparation for each of the case studies discussed and preparation for the individual coursework assignment. The individual coursework assignment will therefore assess learning outcomes 1a, 1b, 1c, 2a, 2b, 2c, 2d, 3a, 3b, 3c.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual assignment (2000 words) - of case study	-2000 words	100%	Yes

Legacy Code (if applicable)

MAN4169M

Reading List

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