

Strategic Management (Executive)

Module Code:	SIB7017-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Deirdre McQuillan

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	30
Directed Study	70

Availability Periods

Occurrence	Location/Period
DIA	Dubai Knowledge Village / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To develop an understanding of the changing practice of strategic management as organisations operate in dynamic, uncertain, and complex business contexts.

To evaluate critically the contribution of innovation, learning, leadership, management, and change to strategy formulation, strategy formation, and strategy enactment.

Outline Syllabus

Strategy and strategic management: alternative perspectives, models and frameworks. Levels of strategy. Strategy formulation: plans and positioning, models, tools and techniques. Strategy formation: emergence, learning, innovation, entrepreneurship. Strategic fit - strategic mismatch: environmental dynamics and complexity, domain choice flexibility, interdependency and interconnectedness. Value chain and dynamic capabilities. Competitive advantage - resources, sustainability, and competitive strategy. Stakeholder satisfaction - aims, objectives, goals, coalitions, organisational politics, ethics, sustainability and corporate social responsibility. Configuration and context - organisational design, culture, facilitation mechanisms. The corporate death spiral. Not-for-profit organisations. Social enterprise. Family businesses.

Module Learning Outcomes

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

- 1 1a. Demonstrate a systematic and critical understanding of management knowledge and awareness of current business problems in relation to strategic management , informed by current research and business practice;
1b. Demonstrate a broad and rigorous understanding of techniques associated with strategic management;
- 2 Demonstrate an ability to evaluate critically current research and advanced scholarship in relation to strategic management;
- 3 3a. Demonstrate originality in tackling and solving strategic management problems;
3b. Deal with complex issues both systematically and creatively, make sound judgements, and write in an effective and concise manner

Learning, Teaching and Assessment Strategy

The module is delivered as distance learning and this includes a full distance learning package containing structured reading materials that provide the students with core concepts of strategic management from a range of perspectives, self assessed questions, guided readings and practical reflective activities (learning outcomes 1a and 1b). These provide a foundation to the interactive part of the distance-learning module where students have access to online discussion sessions, which provided formative feedback and enables students to debate and expand on the structured reading package. Full access to the VLE including discussion boards and additional readings provide the student with opportunities to engage in student debate (learning outcomes 2a and 3a). Further individual learner support via e-mail and Skype is also provided as part of the distance-learning package. Summative assessment is by means of a single written examination, where students are challenged to combine critical thinking, theory and practice (learning outcomes 1a, 1b, 2a, 3a, 3b).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
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Summative	Examination - closed book	Closed Book examination	2 hours	100%	Yes
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Legacy Code (if applicable)

MAN4092M

Reading List

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