

Module Details	
Module Title:	Strategic Management
Module Code:	SIB5003-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	170

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

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

Outline Syllabus
Introduction to theory of strategic management Analysing the External environment Analysing Resources and capabilities Strategic purpose Organisation culture and leadership

Developing and evaluating strategic options
Strategy Implementation and Control
Integrating sustainability into strategic management
Managing strategic change
Strategy in different contexts

Learning Outcomes

1	have an in-depth knowledge of the theory of strategic management, an understanding of the different management concepts and their application across a range of organisational contexts.
2	Select and apply appropriate tools, models and theories to real business organisations, develop skills in conducting company research, skills in data collection and reasoning through an evidence based approach; 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 for sustainable strategy in an organisational context.
3	Analyse, evaluate and synthesise a range of ideas and information; communicate effectively orally and in writing; work successfully as part of a team; evaluate the work of others and offer constructive feedback; defend strategic decisions; develop research competency

Learning, Teaching and Assessment Strategy

The module is delivered through a combination of lectures, workshops and staff and student led tutorials. 12 hours of lectures will cover the necessary topics and themes spanning the field of strategic management. In addition 10 staff and student led tutorials will use contemporary case studies to apply learning and improve analytical abilities. Further to this 8 workshops will focus on developing student skills at in-depth analysis of the organization which will have particular relevance to the individual assessment. The workshops will focus on research skills; approaches to strategic analysis; role playing and debating contemporary issues. Oral feedback will be given on a one-to-one basis during the practical sessions in addition to group and individual written feedback on assessments.

All Learning Outcomes are supported by lectures, tutorials, practical workshops and associated reading. LO 1, 2, 3 are formatively assessed by the individual assignment which is based on a single company selected by the students themselves. Written feedback and oral feedback during tutorials relating to the project outline completed in week 4 is provided to guide students on their assessment project. Similarly oral feedback is provided to students for group assessment and workshop activities within tutorials followed by group and individual written feedback within two weeks after the group presentation.

LO2 and LO3 are formatively assessed within tutorial and workshop activities. The module assesses Sustainability through content on CSR, ethics and triple bottom line.

Mode of Assessment

Type	Method	Description	Length	Weighting
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Summative	Coursework	Individual Assignment	-2000 words	50%
Summative	Coursework	Group Assignment (oral)	-5000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.