

Module Details	
Module Title:	Strategic Management (Distance Learning)
Module Code:	SIB7003-A
Academic Year:	2019-20
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
Tutorials	5
Directed Study	95

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 3 (June - Oct)

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
1. Understanding the nature of strategy 2. Macro environmental analysis 3. Industry competition, customer analysis 4. Evaluating strategic capability 5. Strategic purpose and culture 6. Strategic choices and business level strategy

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| 7. | Strategic choices and corporate level strategy |
| 8. | Evaluation and implementation |

Learning Outcomes

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	2a. 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

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. Students attend four online tutorials. The sessions support the development of knowledge, discipline and personal skills and provide students with formative feedback on the same. These will aid the development of skills of evaluation and assessment within the field of strategic management. Oral and informal feedback will be given as part of online tutorials. Students also engage with each other and their tutor via online discussion board forums. This relates to learning outcomes: 1a, 1b, 2a, 3a, 3b

Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to learning outcomes: 1a, 1b, 2a, 3a, 3b.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Closed book examination	2 hours	100%

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.