

Module Details	
Module Title	Strategic Management
Module Code	SIB5003-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Strategy and International Business
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	170

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
ONA	College of Banking and Financial Studies / Semester 2

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	
Outcome Number	Description
01	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.
02	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.
03	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 delivery of the module will be through blended lectures, workshops and staff and student led tutorials. The blended approach will combine online lectures, and seminars with face-to-face on-campus teaching. 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. The module covers Sustainability through content on CSR, ethics and triple bottom line. 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.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Assignment	N/A	100%
Formative	Coursework	Project outline	500 words	N/A

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.

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