

Module Details	
Module Title	Strategic Management (In Company)
Module Code	SIB6010-B
Academic Year	2021/2
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	12
Tutorials	12
Directed Study	176

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To develop a systematic understanding of key aspects of understanding of, and abilities in, the theory and practice of contemporary strategic management.

Outline Syllabus

Environmental analysis.
 International resource analysis.
 Strategy Dynamics.
 Mission and objectives.
 Stakeholders.
 Business ethics.
 Sustainability Frameworks and Creating Shared Value.
 Consideration of Corporate Social Responsibility/sustainability as a 'triple-bottom line' concept encompassing the economic dimension (eg the notion of economic justice); the social dimension (eg human rights, dignity at work, cultural diversity, and social justice); and the environmental (ie ecosystems, environmental protection/restoration, and intergenerational responsibility).
 Organisational structure, style and people issues.
 Knowledge, technology and innovation.
 Developing Strategic Options.
 Value Innovation and Frugal innovation.
 Aligning a company's business strategy with its innovation strategy.
 Strategy evaluation and development - the prescriptive and emergent approaches compared.

Learning Outcomes

Outcome Number	Description
1.1	Demonstrate a systematic understanding and knowledge of strategic management, particularly in the light of major contemporary debates such as those focused on business stakeholders, business ethics.
1.2	Demonstrate a systematic understanding and knowledge of corporate social responsibility and sustainable development - the three pillars of sustainability or 'triple-bottom line' approach that includes economic, social and environmental dimensions.
2	Select and apply appropriate tools, models and theories to real business organisations and their strategic management.
3.1	Analyse, evaluate and synthesise a range of ideas and information.
3.2	Communicate effectively orally and in writing.
3.3	Work successfully as part of a team.

Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. The module is delivered through a combination of lectures, student-centred seminars, and directed private study.

Student learning is supported during seminars and through discussion of case studies. Strategic management theory and models will be applied to the chosen case studies.

Some oral feedback is given in seminars. Written feedback is given via the assessment of the report. The final coursework assignment will involve an element of reflective writing. Supplementary assessment is as original.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Written Report and reflexion 4000 words	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.

© University of Bradford 2021

<https://bradford.ac.uk>