

Module Details	
Module Title	Strategic Management (In Company)
Module Code	SIB6010-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Lectures	10
Tutorials	13
Directed Study	177

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. The module content will also support the development of mapped Knowledge, Skills and Behaviours, as set out in the relevant apprenticeship standard, and highlighted in the syllabus below.

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.

Specific Knowledge elements of the relevant apprenticeship standard to be delivered:

- A1.1 Evaluate theories of organisational strategies and review own organisation's strategy in the context of these.
- A1.2 Analyse own organisation's strategy for resource and supply chain management.
- A1.3 Analyse own organisation's strategy for workforce development.
- A1.4 Interpret key principles of sustainability within own organisation.
- C3.1 Assess the commercial context that own organisation operates within.

To also support and build on the following previously delivered at Stage 1/Level 4:

- I1.1 Describe the principles of stakeholder, customer and supplier engagement and management.
- I1.2 Analyse stakeholder, customer and supplier engagement and management in own organisation and identify strategies for improvement.
- I1.3 Explain the benefits and challenges of cross- functional working and apply this method of working to deliver positive results.
- L2.1 Describe and evaluate the values and ethics of your organisation.
- L2.2 Review the impact of the governance of your organisation in terms of the decision making process.

Content will also support development of the following Skills from the relevant apprenticeship standard:

- A3 Support the development of organisational strategies and plans.
- A4 Develop and deliver operational plans; set targets and key performance indicators, manage resources, and monitor and measure outcomes to establish operational effectiveness, efficiencies and excellence.

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
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. In line with programme learning and teaching strategy this module adopts a blended approach to learning and involves 3 main approaches. 1. On campus, face to face teaching over a block week. This will be a mix of lectures and tutorials and will include group work within tutorials. 2. An element of distance learning between face to face sessions. For this 20-credit module this will consist of 2 x one-hour sessions run as assessment workshops to allow you to seek clarity on assessment criteria, feedback on assessment progress and interact with fellow apprentices regarding the assessment. 3. Work based learning. You will be set tasks based on applying on-going learning to your work experience. The above will also be supported by on-line resources and specific support from the sponsoring organisation as appropriate. During directed study you will be expected to read for further knowledge gain and complete work-based tasks and research to help develop your individual coursework and collect relevant evidence that you can apply to the skills and behaviours associated with this subject area and the standard. 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 reflection (4000 words total)	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.

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