

Module Details	
Module Title:	Strategic Management
Module Code:	SIB7501-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Strategy and International Business
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Seminar	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
<p>1. The module introduces and develops the concepts of strategic management in a critical way and focuses on the application of the relevant strategic management conceptual frameworks.</p> <p>2. The module enables students to examine an organisation and to evaluate its long-term prospects for success by an analysis of its strategy in relation to the environment in which it operates.</p>

Outline Syllabus
<p>Introduction to strategic management History and elements of the design, planning and positioning</p>

External environment, industries and competition
Resources, capabilities and competitive advantage
Competitive advantage and competitive strategy
Strategic options, choice and implementation
Strategy Review, Evaluation, and Control
Innovation and Entrepreneurship

Learning Outcomes

1	Critically integrate the knowledge and skills about different aspects of the firm already acquired in the programme by having a holistic view of organisations and their environments and understand how strategic management bridges together and affects the different units of the firm.
2	Ability to apply strategic management concepts and tools to support your argumentation, conduct strategic analysis and planning for real companies active in a number of different industries, evaluate the strategic challenges arising from the internal and external environment of a firm and formulate different strategic options and develop strategic actions for the implementation of a firm's strategy.
3	Consider issues of sustainable development and corporate social responsibility in the analysis, crafting and implementation of a strategy, develop reasoning in managerial judgements based on the extensive critical analysis of information and use of relevant theoretical models, develop the ability to formulate, present and defend an argument and opinion using appropriate verbal and written communication skills and plan and time manage your learning activities.

Learning, Teaching and Assessment Strategy

The delivery of the module will be through lectures, seminars and directed study. Each lecture will provide you with the necessary theoretical background following contemporary research in strategic management and practical real-life examples required to enhance your knowledge and gain critical awareness of how to think strategically about the firm. Issues and considerations for sustainable development will be incorporated in each of the concepts discussed in the lectures. The seminars will be delivered using case studies (including a number of sustainable development specific case studies), providing a platform for a critical analysis of the concepts taught in the lectures. You will work in groups in order to analyse, present and discuss your analysis in the class. Each of the initial seminars will emphasize on one case study analysis step, followed in a progressive order. The latter seminars will involve group student presentations where each week all groups will be responsible to present their answer to one of the case study analysis steps. The presentations will not be assessed but will allow you to practice your critical appraisal skills and evaluate/reflect your personal development by receiving formative feedback from the tutor and peers. Directed study will consist of personal reading, preparation for each of the case studies discussed and preparation for the individual coursework assignment. The individual coursework assignment will therefore assess learning outcomes 1-3.

Summative assessment in the form of individual assignment (3000 words) - of case study (100%). Student presentations will not be assessed but students will receive formative feedback from the tutor and peers.

Mode of Assessment

Type	Method	Description	Length	Weighting
Formative	Presentation	Group Presentation	20 minutes	%
Summative	Coursework	Individual coursework in the form of report	0-3000 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.