Module specification

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Refer to the module guidance notes for completion of each section of the specification.

Module code	ONL606
Module title	Strategic Management
Level	6
Credit value	20
Faculty	SLS
HECoS Code	100810
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business and Management	Core
BA (Hons) Management, Accounting and Finance	Core
BBA (Hons) Business Administration	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**20** hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

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Initial approval date	12/08/2020
With effect from date	04/01/2021
Date and details of revision	
Version number	1

Module aims

This unit presents a systematic approach to the study of strategic management, building upon an array of ideas and theories ranging from industrial organization theory to institutional economics. This unit outlines the fundamentals of strategic management and gives students an introduction in this important area of business management. Students will gain an awareness of the issues involved and the techniques that managers adopt. The tools and techniques will help students understand how organisations achieve sustainable competitive advantage.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Critically evaluate the role of strategic management within organisations and the process issues associated with the strategic management of organisations
2	Explain the impact of structure, culture, control and information systems on the strategic management process within organisations
3	Analyse the relationship between the external context of an organisation and its internal context and their impact on its strategies
4	Critically evaluate organisational complexity
5	Critically apply theories, concepts and frameworks from strategic management to analyse and explain strategy in organisations

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1
Select an organisation and critically evaluate its long-term strategy. (Max 1000)

Assessment 2
Explore and evaluate the role of leadership and stakeholder engagement in achieving green sustainable goals. (Max 1000)

Assessment 3
Select an organisation considering expanding globally.
- Formulate a new strategic plan.
- Assess the challenges of expanding into foreign territories and evaluate how the current organisational complexities might impede such expansion. (Max 2000)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 3	Report	25
2	1, 3, 4	Report	25
3	1, 2, 3, 4, 5	Project	50

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. Students will consolidate their learning via integrated formative and summative assessment tasks including the development of two business reports and a final project addressing real world problems pertaining to strategic management.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range of digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Indicative Syllabus Outline

- Introduction to Strategic Management: a review of theory and practice
- Analysing the strategic environment, resources and capabilities.
- Mission, objectives and ethics.
- Developing strategy options
- Stakeholder engagement
- Green strategy and sustainability
- Evaluating, developing and implementing the strategic route forward
- The importance of leadership
- Entrepreneurial strategy
- Globalisation and strategy

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Lynch, R. (2018). *Strategic Management (8th edition)*. Pearson: Harlow, UK.

Other indicative reading

Textbooks:

Ansoff, H. I., Kipley, D., Lewis, A. O. (2018). *Implanting Strategic Management* (3rd edition). Palgrave-MacMillan: Cham, Switzerland.

Grant, R. M. (2016) *Contemporary Strategy Analysis* (9th edition). Chichester: John Wiley & Sons

Slack, N. and Brandon-Jones, A. (2018). *Operations and Process Management: Principles and Practice for Strategic Impact* (5th edition). Pearson: Harlow, UK.

Rosenbaum-Elliott, R., Percy, L., Pervan, S. (2018) *Strategic Brand Management.* Oxford University Press: Oxford, UK.

Journals:
Journal of Business Research
Journal of Cleaner Production
Journal of Strategic Marketing

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. Click here to read more about the Glyndwr Graduate attributes

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication