



## COURSE OUTLINE

### 1. General specifications

**Module Title:** Strategic Management    **Level:** BSc (Hons) in Business Administration  
**Credits** 15

#### **Overview of the module:**

The aim of this module is to develop students' knowledge and understanding of the role that strategic management plays within organisations and its effects upon organizational performance and survival. The module focuses upon strategic analysis by using techniques to analyse the position of a company in both its actual and potential marketplace. The approach adopted encourages students to question and evaluate different perspectives of strategic management.

### 2. Module Delivery

#### **Contents**

<b>CLASS SUBJECT</b>
1 Introducing; Strategy – An Overview Required text: Exploring Corporate Strategy Chapter 1
2 The Environment (Strategic Position) Required text: Exploring Corporate Strategy Chapter 2
3 Strategic Capability Required text: Exploring Corporate Strategy Chapter 3 (Strategic Position)
4 Expectations & Purposes (Strategic Position) Required text: Exploring Corporate Strategy Chapter 4
5 Business Level Strategy (Strategic Choices) Required text: Exploring Corporate Strategy Chapter 5



6 Corporate Level and International Strategy (Strategic Choices)
Required text: Exploring Corporate Strategy Chapter 6
7 Directions and Methods of Development (Strategic Choices)
Required text: Exploring Corporate Strategy Chapter 7
8 Organising for Success
Required text: Exploring Corporate Strategy Chapter 8
9 Organising for Success
Required text: Exploring Corporate Strategy Chapter 8
10 Enabling Success
Required text: Exploring Corporate Strategy Chapter 9
11 Enabling Success
Required text: Exploring Corporate Strategy Chapter 9
12 Managing Strategic Change
Required text: Exploring Corporate Strategy Chapter 10

### **Indicative reading**

Essential Textbook:

Johnson, Scholes and Whittington (2006), Exploring Corporate Strategy: Enhanced Media Edition, 7th Ed., Prentice Hall,  
ISBN-10: 1405846003; ISBN-13: 978-1405846004

### **3. Module Assessment**

#### **Module Learning Outcomes**

On completion of this module the student should be able to:

#### **Knowledge and understanding**

1. Explain what is meant by strategy.

#### **Intellectual Skills**

1. Comment on the role that organisational vision, mission statements and strategic objectives play within strategic management.
2. Evaluate the relationship between the general and competitive environment.
3. Evaluate the resource-based approach to strategic management.
4. Undertake an analysis of the general environment using PEST and scenario planning.
5. Undertake an analysis of the competitive environment using tools such as Porter's Five Forces framework and Strategic Group Analysis (SGA).



**Assessment Methods:**

**Number, Type and Weighting of Element**

Examination 55%

Assignment 35%

Discussion Forum Assessment 10%