



Module Specification

Strategic Management

Version: 2023-24, v4.0, 14 Feb 2022

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Part 1: Information

Module title: Strategic Management

Module code: UMSD7T-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: Northshore College of Business and Technology, The British College Nepal, Villa College

Delivery locations: Frenchay Campus, International University Vietnam, National Economics University Vietnam, Northshore College of Business and Technology, Taylors University, The British College Nepal, Villa College

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: Strategic Management (Accounting, Economics and Finance) 2023-24, Strategic Management (Marketing, Events and Tourism) 2023-24

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: In addition to the learning outcomes the educational experience may explore, develop, and practise but not formally discretely assess the following:

Synthesize the knowledge and diverse perspectives of peers into a shared professional understanding of the problems, opportunities, and alternatives facing a business.

Effectively communicate in oral forms in formal and informal business contexts.

Integrate knowledge and understanding from other modules, options, and student experience

Effectively apply quantitative and qualitative analysis techniques developed in prior courses to critically assess company and industry performance issues.

Outline syllabus: The syllabus includes introduction to key strategy theories and frameworks together with their use in analysing firms and assessing their strategies. Topics will include the activity based view and resource based view, strategy process and the impact on strategy of the responsibilities of the firm.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning methods are focused around lectures and seminars. Lectures provide students with a body of knowledge, a sense of the intellectual ideas contained within a topic area and importantly a set of signposts directing them to further reading.

Seminars are based around a series of case studies and also provide students with opportunities for co-operative learning and formative feedback from tutors.

The learning outcomes encourage learners to develop higher order cognitive skills. It is recognised in the design and delivery of the module that sophisticated cognitive skills are difficult to acquire, requiring practice supported by regular formative feedback. The seminar programme is designed to facilitate this development and seminar activities are designed to ease students into the way of thinking about

strategy analysis but move quickly from clearly structured preparation to tasks that are left unspecified while the scope of applicable theory becomes increasingly diverse.

Seminars will be a forum in which students will be expected to provide an analysis cases applying reading from journal articles or texts. Seminars will give an opportunity for students to work in groups through which to synthesize the knowledge and diverse perspectives of classmates into a shared professional experience that will include non-assessed presentations.

Students are expected to engage in private study to obtain and analyse the core readings and cases and to prepare cases for discussion. Students are expected to develop independent learning skills through sourcing relevant material, especially through the library's electronic databases, such as Business Source Premier.

There is a clear and articulated pedagogic strategy, supported through staff development exercises, to facilitate the development of students as independent learners with the capacity and confidence to form and to articulate a personal critical perspective of strategic issues and of established theory.

The relative 'uncertainty' learners may encounter through exposure to competing and alternative theoretical perspectives are deliberately counterbalanced by relative certainty in the design, organisation and delivery of the module. There is extensive and clear programme documentation and the module is supported by well-developed web-based resources. The main electronic platform for delivering this module will be Blackboard.

Independent learning The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value and will consist of essential reading, case study preparation, assignment preparation and completion etc.

Contact will be through a mixture of three hours a week of lectures and seminars.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify strategic issues affecting the performance of businesses operating in diverse environments and how this insight feeds into strategic decision-making

MO2 Assess how firms may respond in their strategies to ethical, social responsibility and sustainability challenges

MO3 Articulate and apply the theories, principles, concepts and analytical techniques of strategic management processes to complex organisational situations recognizing organizations as holistic and interconnected

MO4 Critically understand selected topics of contemporary strategic significance to the performance of organisations (e.g. globalisation, innovation and the digital economy).

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsd7t-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umsd7t-15-3.html>

Part 4: Assessment

Assessment strategy: Task A: Examination 24 hours at home exam (80%) :
An examination based on the seminar programme that explores the students' ability to demonstrate their critical understanding of the material on the module. The examination occurs in the official examination period.

Task B: Online Assignment (20%):

Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Assessment components:

Examination (Online) (First Sit)

Description: Examination (24 Hours at Home) (Max 2500 words)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Online Assignment (First Sit)

Description: Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Examination (Online) (Resit)

Description: Examination (24 Hours at Home)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Online Assignment (Resit)

Description: Portfolio of on-line tests assessing understanding of the strategic management concepts, principles and theory covered in the module and their application

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Information Technology Management for Business [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Economics [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Human Resource Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Human Resource Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Law with Business [Sep][FT][Frenchay][3yrs] LLB (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Law with Business {Foundation} [Sep][FT][Frenchay][4yrs] LLB (Hons) 2020-21

Law with Business [Sep][SW][Frenchay][4yrs] LLB (Hons) 2020-21

Business and Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] LLB (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Economics [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Economics [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2020-21

Information Technology Management for Business [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Business Management with Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Law with Business {Foundation} [Sep][SW][Frenchay][5yrs] LLB (Hons) 2019-20

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2023-24

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2022-23

Accounting and Finance {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Accounting and Finance {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Information Technology {Dual}[Mar][FT][Taylors][3yr] BSc (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20