



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Strategic Management (Business, International and Management)		
Module Code	UMSD7T-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Strategy and International Business
Department	BBS, Business and Management		
Contributes towards	BA(Hons) Business and Management; BA(Hons) Business Management and Leadership; BA(Hons) Business with Law; BA(Hons) International Business; BA(Hons) International Business Management; BSc(Hons) Data Science; BSc(Hons) Information Technology		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	Strategic Management variants - UMSD7U-15-3, UMSD7V-15-3, UMSDDJ-15-3		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>The educational experience may explore, develop, and practise the following:</p> <ul style="list-style-type: none"> <li>- Synthesize the knowledge and diverse perspectives of peers into a shared professional understanding of the problems, opportunities, and alternatives facing a business.</li> <li>- Effectively communicate in oral forms in formal and informal business contexts.</li> </ul> <p>Effectively apply quantitative and financial analysis techniques developed in prior courses to critically assess company and industry performance issues</p> <p>You will cover:</p> <ul style="list-style-type: none"> <li>- Introduction to module and strategy process</li> <li>- The concept of strategy and strategic thinking – (including how to approach a case analysis)</li> <li>- Strategic direction: values and mission, social responsibility, sustainability, and ethical leadership</li> <li>- External and industry analysis, and the industrial organization perspective</li> <li>- Capabilities, competencies and the resource-based view of the firm</li> <li>- Business and generic strategies</li> <li>- Strategy and innovation</li> <li>- Networks and alliances</li> <li>- Corporate strategy</li> <li>- Global strategy</li> <li>- Strategic control and governance</li> <li>- Review and exam preparation</li> </ul>

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

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 feed-back. 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.

### Part 3: Assessment

#### Component A Examination 2 hours :

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.

#### Component B Written Assignment 1500 words

Students will conduct an analysis of the strategic issues and problems facing an organisation; applying theory to an organisation.

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
<b>First Sit</b>		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 Hours)	100%	
Component B Description of each element	Element weighting (as % of component)	

1. Assignment (1500 words)	100%																														
<b>Resit (further attendance at taught classes is not required)</b>																															
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)																														
1. Examination (2 Hours)	100%																														
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)																														
1. Assignment (1500 words)	100%																														
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																															
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Articulate and apply the theories, principles, concepts and analytical techniques of strategic management processes to complex organisation situations recognizing organizations as holistic and interconnected. (A,B)</li> <li>2. Identify and critically review, and evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments. (A,B)</li> <li>3. Identify performance issues, and develop, propose and report concisely a well-integrated set of recommendations for improving business performance over time. (A,B)</li> <li>3. Understand selected topics of contemporary strategic significance to the performance of organizations (e.g. globalisation, innovation and the digital economy). (A,B)</li> <li>4. Recognize and analyse ethical and social responsibility issues and choose appropriate actions for practical business situations. (A,B)</li> <li>5. Integrate knowledge and understanding from other modules, options, and student experience. (A, B)</li> </ol>																														
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table>	<b>Key Information Set - Module data</b>										<i>Number of credits for this module</i>				15						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																														

Total Assessment	Total assessment of the module:			
	Written exam assessment percentage			50%
	Coursework assessment percentage			50%
	Practical exam assessment percentage			0%
			100%	
Reading List	Reading list link . <a href="https://uwe.rl.talis.com/search.html?q=UMSD7T-15-3">https://uwe.rl.talis.com/search.html?q=UMSD7T-15-3</a>			

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First Approval Date (and panel type)	QMAC Dec 11			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>	30 May 2019	Version	2	<a href="#">link to RIA</a>