



Module Specification

Strategic Management (Marketing, Enterprise and Tourism)

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Part 1: Information

Module title: Strategic Management (Marketing, Enterprise and Tourism)

Module code: UMSD7V-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: None

Delivery locations: Not in use for Modules

Field: Strategy and International Business

Module type: Module

Pre-requisites: None

Excluded combinations: Strategic Management 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: See Learning Outcomes.

In addition 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.

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

Outline syllabus: The syllabus includes:

Introduction to module and strategy process

The concept of strategy and strategic thinking – (including how to approach a case analysis)

Strategic direction: values and mission, social responsibility, sustainability, and ethical leadership

External and industry analysis, and the industrial organization perspective

Capabilities, competencies and the resource-based view of the firm

Business and generic strategies

Strategy and innovation

Networks and alliances

Corporate strategy

Global strategy

Strategic control and governance

Review and exam preparation

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

MO2 Identify and critically review, and evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments

MO3 Identify performance issues, and develop, propose and report concisely a well-integrated set of recommendations for improving business performance over time

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

MO5 Recognize and analyse ethical and social responsibility issues and choose appropriate actions for practical business situations

MO6 Integrate knowledge and understanding from other modules, options, and student experience

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/umsd7v-15-3.html) via the following link <https://uwe.rl.talis.com/modules/umsd7v-15-3.html>

Part 4: Assessment

Assessment strategy: Controlled conditions:

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.

Coursework:

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

Assessment components:

Examination (First Sit)

Description: Examination (3 Hours)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (First Sit)

Description: Assignment (1500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Examination (Resit)

Description: Examination (3 Hours)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: Assignment (1500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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