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Title: STRATEGIC MANAGEMENT  
 Status: Definitive  
 Code: **6511SERBS** (118200)  
 Version Start Date: 01-08-2018  
 Owing School/Faculty: Academic Portfolio  
 Teaching School/Faculty: South Eastern Regional College

Team	Leader
Karl Harper	Y

**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 80  
**Total Learning Hours:** 240      **Private Study:** 160

**Delivery Options**

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

**Grading Basis:** 40 %

**Assessment Details**

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam.	You will be given a choice of 5 questions and you will be required to answer 3 of these. You will be expected to support your discussions with examples from the case studies discussed in seminars and wider reading outside of these classes.	50	2
Essay	Essay	The students will be expected to undertake a financial analysis in order to support strategic management decision making.	50	

## Aims

1. To acquire knowledge about issues and dimensions of strategic management;
2. To recognise the importance of external and internal organisational factors in determining the competitive success of organisations;
3. To appreciate the key issues to be achieved when implementing strategy;
4. To be able to apply theoretical knowledge to practical situations involving an organisation's strategic performance;
5. To apply relevant knowledge, skills and exercise professional judgement as expected of a senior financial executive or advisor, in taking or recommending decisions relating to the financial management of an organization.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the strategic nature of decision processes and behavior;
- 2 Recognise the inter-relationships between strategy identification, formulation and implementation;
- 3 Analyze the competitive environment in which a business is located;
- 4 Recognise and articulate the importance of obtaining and sustaining a competitive advantage;
- 5 Explain the role and responsibility of the senior financial executive or advisor in meeting conflicting needs of stakeholders;
- 6 Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally;
- 7 Assess and plan acquisitions and mergers as an alternative growth strategy;
- 8 Evaluate and advise on alternative corporate re-organisation strategies;
- 9 Apply and evaluate advanced treasury and risk management techniques;
- 10 Evaluate the impact of macro economics and recognise the role of international financial institutions un the financial management of multinationals;
- 11 Identify and assess the possible impact of emerging issues in finance and financial management.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Examination	1	2	3	4	5	6
Essay	7	8	9	10	11	

## Outline Syllabus

*What is strategy*  
*Analysing the current situation*  
*Financial strategy formulation*  
*Business finance*  
*Investment appraisal*

*Adjusting for risk and uncertainty*  
*The divided decision*  
*Competitive advantage*  
*Corporate level strategy and strategic options*  
*Methods of development*  
*International strategy*  
*Implementing strategy & managing change*  
*Corporate reconstruction and reorganisation*  
*Business valuation*  
*Contemporary trends in strategic and financial management*

## **Learning Activities**

Lectures and tutorials.

## **Notes**

To provide an integrative approach to the study of strategic management and to examine the role that this plays within the overall performance of the corporation.