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Title: Strategic Management
Status: Definitive
Code: **7010OMBAGM** (126526)
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Nick Wise	Y

Academic Level: FHEQ7 **Credit Value:** 12 **Total Delivered Hours:** 40
Total Learning Hours: 120 **Private Study:** 80

Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Online	40

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Proposal	Research Proposal	50	
Essay	analysis	Comparative Analysis	25	
Presentation	Poster	Discussion Poster	25	

Aims

This module aims to help students to understand the management of strategy and the external business environment, taking into account global perspectives, governance, accountability as well as social, technological and policy implications

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the impact of the business environment in influencing the strategy and success of the organisation
- 2 Interpret, and apply concepts, methods, tools and techniques for analysing strategy.
- 3 Critically assess organisational structures, and strategy implementation

Learning Outcomes of Assessments

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

Business proposal	1	2	3
comparative analysis	1	2	3
Discussion Poster	1	2	3

Outline Syllabus

- *Strategic management models and frameworks*
- *External and internal environment*
- *Mission and goals, aligning goals to strategy*
- *Impact of globalisation on business*
- *Social, environmental and ethical strategic implications*
- *Organisational culture*
- *Strategy implementation*

Learning Activities

Online

Notes

Online