

Module specification

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Module Code	BUS699
Module Title	Strategic Management
Level	6
Credit value	20
Faculty	SLS
HECoS Code	100810
Cost Code	GAMG
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business & Management	Core
BA (Hons) International Business	Core
BA (Hons) Marketing & Business	Core
BA (Hons) Business & Human Resource Management	Core
BA (Hons) International Tourism and Hospitality Management	Core
BA (Hons) Accounting and Finance Management	Core
BA (Hons) Football and Community Development (Top up)	Optional

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	24 hrs
Placement hours	0 hrs
Guided independent study hours	176 hrs
Module duration (Total hours)	200 hrs

Module aims

This module presents a systematic approach to the study of strategic management, building upon an array of ideas and theories ranging from industrial organization theory to institutional economics. This unit outlines the fundamentals of strategic management and gives students an introduction in this important area of business management. Students will gain an awareness of the issues involved and the techniques that managers adopt. The tools and techniques will help students understand how organisations achieve sustainable competitive advantage.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate the role of strategic management within organisations and the process issues associated with the strategic management of organisations
2	Explain the impact of structure, culture, control and information systems on the strategic management process within organisations
3	Analyse the relationship between the external context of an organisation and its internal context and their impact on its strategies
4	Critically evaluate organisational complexity
5	Critically apply theories, concepts and frameworks from strategic management to analyse and explain strategy in organisations

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1

Select an organisation and critically evaluate its long-term strategy.

Explore and evaluate the role of leadership and stakeholder engagement in achieving green sustainable goals. (2000 words max)

Assessment 2

Select an organisation considering expanding globally.

Formulate a new strategic plan.

Assess the challenges of expanding into foreign territories and evaluate how the current organisational complexities might impede such expansion. (2000 words max)

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 3, 4	Written Assignment	2000 words	50	N/A
2	1, 2, 3, 4, 5	Group Project	2000 words	50	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end the module Strategic Management applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Strategic Management will have access to multiple learning opportunities including face to face or online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading. An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on strategic management case studies and their practice experiences in the world of business. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students are entitled to submit assessments in the medium of Welsh.

Indicative Syllabus Outline

1. Introduction to Strategic Management: a review of theory and practice
2. Analysing the strategic environment, resources and capabilities.
3. Mission, objectives and ethics.
4. Developing strategy options
5. Stakeholder engagement
6. Green strategy and sustainability
7. Evaluating, developing and implementing the strategic route forward
8. The importance of leadership
9. Entrepreneurial strategy
10. Globalisation and strategy

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Lynch, R. (2021), *Strategic Management*. 9th ed. London: Sage.

Other indicative reading:

Textbooks:

Ansoff, H.I., Kipley, D. and Lewis, A.O. (2018), *Implanting Strategic Management*. 3rd ed. Cham, Switzerland: Palgrave-MacMillan.

Grant, R.M. (2021), *Contemporary Strategy Analysis*. 11th ed. Hoboken: John Wiley & Sons.

Slack, N. and Brandon-Jones, A. (2021), *Operations and Process Management: Principles and Practice for Strategic Impact*. 6th ed. Harlow: Pearson Education.

Rosenbaum-Elliott, R., Percy, L. and Pervan, S. (2018), *Strategic Brand Management*. 4th ed. Oxford: Oxford University Press.

Journals:

Journal of Business Research
Journal of Cleaner Production
Journal of Strategic Marketing

Administrative Information

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	July 2025 – included BA (Hons) Football and Community Development (Top up) programme title for Sept 2025
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