

## 20BSC565: Fundamentals of Strategic Management

This module is principally taught by School of Business and Economics

### Module details

<b>Module Leader</b>	Prof M Hughes
<b>Long Title</b>	Fundamentals of Strategic Management
<b>Distance Learning</b>	None
<b>Credit Weighting</b>	10
<b>Sensitive Content</b>	N
<b>Exam Weight %</b>	100
<b>Coursework Weight %</b>	0

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### Module instance details (including semester changes)

Instance Number	Instance Start Date	Delivery Start Date	Delivery End Date	Delivery Period
1	28/09/2020	28/09/2020	29/01/2021	Semester One

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### Pre requisites and co requisites

#### Pre requisite modules

BSB545(E) & BSB510(E) & BSB530(E) or equivalents

#### Other pre requisites

#### Co requisites

#### Excluded combinations

BSC055, BSC570, BSC044

#### Availability

Module is generally available to any student meeting pre-requisites, but numbers may be restricted.

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### Accessibility

#### Accessibility

C. Does not use methods which are likely to present difficulties for students with disabilities

## Accessibility information

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### Module aims and content

#### Aims

The aims of this module are:

to introduce the concept of strategic management;  
to explore strategic thinking, the development of alternative strategies, and the implementation of strategic decisions.

#### Contents

The process of strategic management. Environmental analysis. Resources and strategic capability. Organisational culture. Business ethics and CSR. Business-level strategy, corporate-level strategy and international strategy. Strategic fit and adherence. Organisational structure and controls. Strategic entrepreneurship. Ambidexterity.

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### Module learning outcomes

#### Knowledge and Understanding

- A01: discuss the nature of strategy and strategic decisions;
- A02: explore current issues in strategic management;
- A03: examine strategic decisions at the corporate and business levels of organisations;
- A04: assess strategic choices through the selection of appropriate strategic models;
- A05: evaluate strategic concepts critically.

#### Subject-Specific - Cognitive Skills

- B01: evaluate the environments of a business;
- B02: critically analyse an organisation's competitive environment, competitive positions and core competence;
- B03: develop alternative strategies for a business and select the most appropriate.

#### Subject-Specific - Practical Skills

There are no module learning outcomes defined for this category.

#### Key Transferable Skills

- D01: express their ideas and challenge the ideas of others;
  - D02: read, identify and synthesise related readings critically;
  - D03: identify the important facets contained in a piece of text;
  - D04: integrate knowledge gained in a variety of subjects.
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### Teaching and learning

Activity	Hours	Comments
Guided independent study	78	
Lecture	22	
<b>Total</b>	<b>100</b>	

Expected hours of student effort:

100

### Teaching and learning text

A combination of lectures (usually 2 hours per week) and occasional surgeries.

Student effort made up of:

a) Contact time: Lectures and surgeries: 22 hours.

b) Private study comprising guided reading of key texts; directed small group discussions; student self directed reading; examination preparation and revision.

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### Assessment

This information relates to the default instance of the module:

Assessment Code	Assessment Title	Weight (%)	Assessment Type	Exam Semester	Exam Length	Coursework Length	SAP Availability	Chronological Order
S1E	Open Book Exam	100	Exam	1	2 hrs		Yes, can be reassessed in SAP	0

### Assessment text

Two-hour written open-book examination (100%) taken at the end of the Semester.

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### Module feedback

#### Feedback given to students in response to assessed work

Generic written feedback on the examination will appear on module Learn page after results are published.

#### Developmental feedback generated through teaching activities

Indicative answers and marking criteria discussed in class sessions.