BIC5004-B module descriptor	
Module Title	Strategic Management
Credit Level	20 credits (FHEQ Level 5)
Session	2026/7 academic year
BDA occurrence	Non Standard Year available at University of Bradford

Transparency notice

This specification for module code BIC5004-B has been generated automatically in advance of the academic year 2026/7. Every effort has been made to ensure that the information is accurate at the time of publication, but changes permitted by our Student Contract Terms and Conditions could be made in the interval between publishing and commencement of teaching; where changes impact the terms and conditions of an applicant's or student's offer, these are communicated to them as soon as possible.

BIC5004-B module aims

This module explores how organisations develop, evaluate and implement strategies in response to dynamic internal and external environments. Students learn how to apply strategic management frameworks to analyse industries, assess competitive advantage and make informed strategic choices. The module emphasises critical thinking and decision-making, encouraging students to consider issues such as sustainability, globalisation and corporate responsibility. Through real-world case studies and group tasks, students build the analytical and communication skills required for final-year study and future careers in business leadership.

BIC5004-B module learning outcomes

No.	Students completing the module will be able to:
01	Explain key concepts and tools used in strategic analysis and planning.
02	Apply strategic models to evaluate internal and external business environments.
03	Develop strategic recommendations for organisations and justify them using evidence.
04	Demonstrate critical thinking, creativity and professional judgement in strategic contexts.

BIC5004-B module outline syllabus

* Introduction to strategic management and the strategy process
* Vision, mission and organisational objectives
* Internal analysis: resources, capabilities and value creation
* External environment analysis: PESTEL and Porter’s Five Forces
* Business-level and corporate-level strategies
* Competitive advantage and strategic positioning
* Strategy implementation and change management
* Strategic decision-making in global and ethical contexts
* Case study analysis and application of strategy tools
* Contemporary issues: sustainability, innovation and digital strategy

This module aligns with FHEQ Level 5 descriptors and draws on the QAA Subject Benchmark Statement for Business and Management.

For more information, visit the VLE (**Canvas**) page, go to our **Reading Lists webpage for this module** or search **https://bradford.rl.talis.com** for this module.

BIC5004-B module notional learning hours

- 150 hours Directed Study
- 50 hours Tutorials

The overall expected hours may include contact time, scheduled learning activity, directed and independent study and any minimum expectations for placement learning. Most learning at the University of Bradford has some online content and sessions which are delivered fully by virtual means are labelled as "online".

BIC5004-B module learning, teaching and assessment

Teaching is delivered through weekly interactive seminars and workshops that combine tutor-led input with student-centred activities, including group work, case study analysis and structured debates. Students practise applying strategic frameworks to real-world business scenarios and reflect on decision-making processes. Students are encouraged to select case studies or businesses that are familiar to them, helping to personalise the learning experience and support intercultural relevance. Formative feedback is provided through classroom discussions, group presentations and written exercises. Independent study and guided tasks support the development of critical thinking and analytical skills, preparing students for strategic challenges in final-year study and beyond.

This module is assessed through a single piece of coursework: a written report (3,000 words) in which students analyse a real or simulated business scenario and apply strategic management frameworks to recommend appropriate actions. The assessment is designed to evaluate students' ability to interpret environmental and organisational data, justify strategic choices and communicate findings effectively.

Formative assessment opportunities are embedded throughout the module, including case study discussions, group presentations and written planning tasks. Students receive regular verbal and written feedback to support their understanding of key concepts and their preparation for the summative assessment. Additional support is provided through academic skills sessions and 1:1 tutorials as required.

Referral assessments will mirror the original tasks as far as possible.

This assessment and feedback strategy supports the IY2 programme's focus on independent learning, critical thinking, and transition to final-year undergraduate study in a UK higher education context.

BIC5004-B mode of assessment

Type	Mode	Assessment description	Weight
Summative	Coursework - Written	Individual written report (3,000 words).	100%

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