Strategic Management (Executive)

Module Code: SIB7017-A
Academic Year: 2018-19
Credit Rating: 10
School: School of Management
Subject Area: Strategy and International Business
FHEQ Level: FHEQ Level 7 (Masters)
Module Leader: Dr Deirdre McQuillan

Additional Tutors:

Pre-requisites:
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Tutorials</td>
<td>30</td>
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<tr>
<td>Directed Study</td>
<td>70</td>
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Availability Periods

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tbody>
<tr>
<td>DIA</td>
<td>Dubai Knowledge Village / Semester 1 (Sep - Jan)</td>
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<tr>
<td>BDA</td>
<td>University of Bradford / Semester 1 (Sep - Jan)</td>
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Module Aims
To develop an understanding of the changing practice of strategic management as organisations operate in dynamic, uncertain, and complex business contexts.
To evaluate critically the contribution of innovation, learning, leadership, management, and change to strategy formulation, strategy formation, and strategy enactment.

Outline Syllabus
Strategy and strategic management: alternative perspectives, models and frameworks.
Strategic fit - strategic mismatch: environmental dynamics and complexity, domain choice flexibility, interdependency and interconnectedness. Value chain and dynamic capabilities.
Competitive advantage - resources, sustainability, and competitive strategy.

Module Learning Outcomes
On successful completion of this module, students will be able to...

1. Demonstrate a systematic and critical understanding of management knowledge and awareness of current business problems in relation to strategic management, informed by current research and business practice;
   1a. Demonstrate a broad and rigorous understanding of techniques associated with strategic management;
   1b. Demonstrate an ability to evaluate critically current research and advanced scholarship in relation to strategic management;

2. Demonstrate an ability to evaluate critically current research and advanced scholarship in relation to strategic management;

3. Demonstrate originality in tackling and solving strategic management problems;
   3a. Deal with complex issues both systematically and creatively, make sound judgements, and write in an effective and concise manner

Learning, Teaching and Assessment Strategy
The module is delivered as distance learning and this includes a full distance learning package containing structured reading materials that provide the students with core concepts of strategic management from a range of perspectives, self assessed questions, guided readings and practical reflective activities (learning outcomes 1a and 1b). These provide a foundation to the interactive part of the distance-learning module where students have access to online discussion sessions, which provided formative feedback and enables students to debate and expand on the structured reading package. Full access to the VLE including discussion boards and additional readings provide the student with opportunities to engage in student debate (learning outcomes 2a and 3a). Further individual learner support via e-mail and Skype is also provided as part of the distance-learning package. Summative assessment is by means of a single written examination, where students are challenged to combine critical thinking, theory and practice (learning outcomes 1a, 1b, 2a, 3a, 3b).

Mode of Assessment

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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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Summative Examination - Closed Book examination 2 hours 100% Yes

Legacy Code (if applicable)
MAN4092M

Reading List
To view Reading List, please go to rebus:list.