1. **Title of the module**

BUSN7590 (CB759) Strategic Management

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn and Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA Accounting & Finance and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 critically evaluate the role of strategic management within organisations and the process issues associated with the strategic management of organisations

8.2 explain the impact of structure, culture, control and information systems on the strategic management process within organisations

8.3 compare and contrast the relationship between the external context of an organisation and its internal context and their impact on its strategies

8.4 critically understand organisational complexity

8.5 critically apply theories, concepts and frameworks from strategic management to analyse and explain strategy in organisations

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 organise and present an analysis as a considered viewpoint

9.2 communicate effectively

9.3 find, select, organise and synthesise complex information

1. **A synopsis of the curriculum**

Strategic Management aims to provide an understanding of strategic analysis, strategic decision-making and strategic processes within and between organisations. The module content combines approaches to strategic management, concepts and frameworks, and issues in strategic management. In particular, the themes covered include: internal and external environment analysis, strategic options, selection and evaluation, organisational structure and culture, the role of knowledge, technology, innovation and entrepreneurship, not-for profit and social enterprises, corporate social responsibility, international strategies, strategic change and building a cohesive strategy. Case studies, which are used throughout the module, provide a vehicle for exploring the relationship between theory and practice in organisations and analysing the implications for strategic direction

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Core textbooks include:

Lynch, R. (2015) *Strategic Management*, 7th edition, Harlow: Pearson Education Limited

Johnson, G., Whittington, R. & Scholes, K. (2014) *Exploring Strategy: Text and Cases*, 10th edition, Harlow: Pearson Education Limited

Other textbooks include:

Grant, R. M. (2016) *Contemporary Strategy Analysis*, 9th edition, Chichester: John Wiley & Sons

Haberberg, A. and Rieple, A. (2008) *Strategic Management: Theory and Application*, Oxford: Oxford University Press

Thompson, J. and Martin, F. (2010) *Strategic Management: Awareness and Change*, 6th edition, London: South-Western Cengage Learning.

Campbell, D. Edgar D. and Stonehouse, G. (2011) *Business Strategy, an introduction*, 3rd edition, London: Palgrave Macmillan

1. **Learning and teaching methods**

Total contact hours: 43

Private study hours: 257

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Group Case Report (20%)

Group Presentation (1500 words) (10%)

Examination, 3 hour (70%).

13.2 Reassessment methods

Reassessment Instrument: 100% exam.

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| *Lectures* | **x** | **x** | **x** | **x** | **x** |  |  |  |
| *Seminars/Workshops* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Independent study* | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| *Group Presentation* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Group Case report* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Examination* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

Internationalisation is formally reflected in subject specific learning outcomes for the module which include understanding and demonstrating knowledge of strategic management theories and concepts which can be applied to domestic and international business environments.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018