1. **Title of the module**
   Strategic Management – PRSN6115

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

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

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - core module
   - BA (Hons) Business Management with Entrepreneurship - core module
   - BA (Hons) Business Management with Finance - core module
   - BA (Hons) Business Management with Global Industries - core module
   - BA (Hons) Business Management with Law - core module
   - BA (Hons) Business Management with Marketing - core module
   - BA (Hons) Applied Business Management - core module

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

   8.1 Demonstrate a systematic knowledge and understanding in an international context of the effective management of organisations, including cutting edge theories, models and frameworks which inform current practice.

   8.2 Critically evaluate the importance of contemporary issues and influences in strategic thinking including the importance of the relationship between social responsibility, sustainability and corporate performance.

   8.3 Explain and critique strategic frameworks and models used for decision-making processes and explain their position in corporate, business and operational strategy contexts.

   8.4 Analyse key changes in the evolution of strategic thinking during the past 50 years.

   8.5 Identify common triggering events that act as stimuli for strategic change in organisations.

   8.6 Apply thorough interpretation and synthesis, to external environmental and internal organisational information to enable the strategic decision-making process.

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

9.1 Communicate information, ideas, problems and solutions effectively in a professional manner using appropriate media, with an awareness of the needs of their intended recipients.

9.2 Communicate appropriately to both specialist and non-specialist audiences.

9.3 Demonstrate the ability to exercise initiative and personal responsibility.

10. A synopsis of the curriculum

Module Aims

This module aims to introduce learners to the key issues and contemporary influences in strategic thinking, and will also explain key changes in the evolution of strategic thinking during the past 50 years. The module also aims to explain and critique strategic frameworks and models and explain their value in corporate, business and operational contexts.

An important objective of this module will be to consider how globalization, social responsibility and environmental sustainability influence strategic management, feeding in to the concept of organisational purpose. The module will consider common triggering events that act as stimuli for strategic change in organisations, and the role of national and international policies in driving organisational change.

Modes of strategic decision-making and aids to improved strategic decision-making processes will be explained during the module.

The module also aims to give learners an understanding of the role and responsibilities of directors and managers, and explains the importance of the relationship between social responsibility and corporate performance.

Overview of syllabus

- Strategic Management: evolution or revolution?
- Purposeful business
- Contemporary issues and influences in strategic thinking.
- Globalization, environment and sustainability influences in strategic management.
- Identification of events that trigger strategic change in organisations.
- A critique of strategic frameworks and models and their position in corporate, business and operational strategy.
- Modes of strategic decision-making, risk assessment, and improved strategic decision-making processes.
- Interpretation, synthesis and scenarios: how to use external environmental and internal organisational information to enable a strategic decision-making process.
- The relationship between social responsibility and corporate performance.
The role of national and international politics and policies in driving organisational change.

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

Core study text

- Strategic Management and Business Policy, 14/e Wheelen, T.L., Hunger, J. D., Hoffman, A. N., Bamford, C.E.
- Competitive strategy: Techniques for analysing industries and competitors (Simon and Schuster 2008) Porter, M.E
- The Decision Book: Fifty Models for Strategic Thinking, Profile Books, Tschappeler, R

Access to a comprehensive online database of journal articles and other relevant publications on the Online Learning Environment.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

- **Scheduled Hours:**  25
- **Independent Study Hours:** 125
- **Total Study Hours:** 150

13. Assessment methods.

This module is assessed as follows;

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Module Specification Template (September 2015)
1. A coursework assignment of a maximum of 4,000 words (75% of overall grade);
2. An in-class (10 minute per individual) oral consultancy exercise based on a real organisation (25% of overall grade).

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

<table>
<thead>
<tr>
<th>Module learning outcome</th>
<th>8.1</th>
<th>8.2</th>
<th>8.3</th>
<th>8.4</th>
<th>8.5</th>
<th>8.6</th>
<th>9.1</th>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:
   Pearson College London
 MODULE SPECIFICATION

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. Partner College/Validated Institution:
   Pearson College London

18. University School responsible for the programme:
   Kent Business School

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.

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<th>Section revised</th>
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Module Specification Template (September 2015)