

Title of the Module/Unit	19. Strategic Management
Module/Unit Description In this section kindly provide a brief description of the module	The module provides students with an understanding and critical appreciation of the processes involved in the formation and subsequent management of a strategic direction. It is designed to facilitate an overall appreciation of the importance of strategy for businesses. This module focuses on both fundamental and contemporary issues in the strategic management of organisations from across different sectors. Students will consider different organizational contexts and examine how such organisations respond to various opportunities. They will be presented with key theoretical concepts, tools and frameworks useful for analysing the external and internal environment of the firm, and valuable in the formulation and execution of different types of strategies. Such organisational alignment is crucial to superior firm performance.
Learning Outcomes	Competences:
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will have acquired the responsibility and autonomy to: <ul style="list-style-type: none"> a) Explain the relationship between the external and internal context of an organisation, and its impact on strategic direction. b) Distinguish between organisational functions and corporate structure and infer their impact on strategic intent. c) Classify the dynamics of competitive rivalry in various industry structures. d) Indicate appropriate strategic options, assess their impact on the organisation's strategic position, and choose a direction to support future performance. e) Review how strategy is created and implemented within organisations.
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.	Knowledge:
(Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	At the end of the module/unit the learner will have been exposed to the following: <ul style="list-style-type: none"> a) A critical understanding of the key conceptual developments in the theory and practice of strategic management in various contexts. b) An

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>understanding of the theories, differing approaches and views which reflect the integrative role of strategic management.</p> <p>c) A good understanding of the organisation and its external competitive environment through the application of a holistic strategic perspective.</p> <p>d) An in-depth appreciation of the expectations of business stakeholders in a particular context, and the knowledge of satisfying them.</p> <p>e) The recognition of the theoretical concepts which envisions the relationship between strategy and organisation.</p>
	<p>Skills:</p>
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <p>a) Apply theories, models and frameworks from strategic management in order to analyse strategic choices through the synthesis of complex information.</p> <p>b) An ability to gather, and interpret data on the feasibility of the resources and capabilities of organisations in terms of their ability to develop sustainable competitive advantage.</p> <p>c) Critically evaluate the main structural features of an industry and develop strategies that position the organisation most favourably in an industry structure.</p> <p>d) Devise and sustains arguments for different levels of strategy, appraise their role on organisational performance, and recommend appropriate action.</p> <p>e) Predict the importance of structure, design, culture and working environment to effective strategic management in context.</p>
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Obtain, analyse, and apply information from a variety of sources in the public domain.</p> <p>b) Apply skills of argument development and persuasion.</p> <p>c) Show proficiency in the management of teams</p>

Module-Specific Digital Skills and Competences

(Over and above those mentioned in Section B)

At the end of the module/unit, the learner will be able to

- a) Apply Digital skills to prepare and deliver presentations.
- b) Exercise effective team working skills through digital technology.
- c) Demonstrate competence in searching the research literature and documents through digital databases.
- d) Show a high level of competence in using online learning tools and resources.