

Module Title:	Strategic Analysis
Credits:	5
NFQ Level:	8
Module Delivered In	7 programme(s)
Teaching & Learning Strategies:	This module will be delivered by means of formal and participative style lectures. Relevant video material from the internet and library will form a central role in the teaching and learning experience. Interactive discussion and in-class application of theories through case studies will be used.
Module Aim:	The module is designed to develop the learner's skills in critically analysing the internal and external environments of an organisation. The module aims to improve the student's sensitivity to strategic and social responsibility issues. The module students' previous study of the core business fields of the principles of Management, Finance, Marketing, Human Resource Management and Economics.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Analyse the external environment of an organisation using environmental scanning and industry analysis models
LO2	Critically assess the corporate governance, ethical and cultural values and standards of an organisation
LO3	Evaluate the strategic value of the resources and competencies of an organisation using appropriate models and concepts
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Principles of Strategic Management Fundamental Concepts and Nature of Strategic Management
External Environmental Scanning Analysis of the Natural, Societal and Industry Environments
Corporate Governance and Social Responsibility The Role of the Board of Directors • Corporate Social Responsibility • Sustainability
Internal Environmental Scanning Analysis of Organisational Culture, Competencies and Resources

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Case Study - group report with a strategic management focus.	1,2,3	80.00	n/a
Multiple Choice Questions	Online Quizzes	1,2,3	20.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBACT_B	<u>Bachelor of Arts (Honours) in Accounting</u>	5	Mandatory
CW_BBACF_B	<u>Bachelor of Business (Honours) in Accounting and Finance</u>	7	Mandatory
CW_BBLAW_B	<u>Bachelor of Business (Honours) in Business with Law</u>	7	Mandatory
CW_BBHRM_B	<u>Bachelor of Business (Honours) in Human Resource Management</u>	7	Mandatory
CW_HHIBU_B	<u>Bachelor of Business (Honours) in International Business</u>	7	Mandatory
CW_BBBBM_B	<u>Bachelor of Business (Honours) in Management</u>	7	Mandatory
CW_BBSCM_B	<u>Bachelor of Business (Honours) in Supply Chain Management</u>	7	Mandatory