

Module Title:	Strategic Positioning
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 developing and analysing organisational strategies. The module aims to develop the learners understanding of the link between an organisation's chosen strategy, structure/culture and evaluation methods.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Formulate appropriate business and corporate strategies
LO2	Select appropriate structures and cultures for implementing particular strategies
LO3	Analyse strategic organisational performance using sustainability models and principles
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
Strategy Formulation Competitive and cooperative strategies • Directional strategies • TOWS matrix • Portfolio analysis
Strategy Implementation Organising and staffing for action • Leading and managing organisational culture
Strategic Evaluation Sustainability and the Triple Bottom Line • Common problems in performance evaluation • Evaluation tools • Guidelines for proper control

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Case Study - group report	1,2,3	80.00	n/a
Multiple Choice Questions	Online Quizzes (5)	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>	6	Mandatory
CW_BBACF_B	<u>Bachelor of Business (Honours) in Accounting and Finance</u>	8	Mandatory
CW_BBLAW_B	<u>Bachelor of Business (Honours) in Business with Law</u>	8	Mandatory
CW_BBHRM_B	<u>Bachelor of Business (Honours) in Human Resource Management</u>	8	Mandatory
CW_HHIBU_B	<u>Bachelor of Business (Honours) in International Business</u>	8	Mandatory
CW_BBBBM_B	<u>Bachelor of Business (Honours) in Management</u>	8	Mandatory
CW_BBSCM_B	<u>Bachelor of Business (Honours) in Supply Chain Management</u>	8	Mandatory