

Module Title:	Strategic Management: Advantage
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	The classes will deliver relevant theory supported by relevant examples. Students will review current happenings from Irish and International businesses as part of their course work. Further students will be asked apply their knowledge as well as utilise relevant models and tools of analysis to case studies.
Module Aim:	To develop a student's knowledge of strategy concepts and their application. Specifically, to suggest alternative courses of action and to present well-supported recommendations for future action. To further allow a student to integrate and reflect on knowledge of various disciplines.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Select, support and evaluate the choice of appropriate strategies for an organisation detailing the business strategy.
LO2	Select, support and evaluate the choice of appropriate strategies for an organisation detailing the strategy direction.
LO3	Select, support and evaluate the choice of appropriate strategies for an organisation detailing the strategy method.
LO4	Evaluate salient issues of implementation.
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

Business strategy

Selecting a strategy, generic strategy options, Bowman's strategy clock, business models, strategy canvas, digital strategy/digital transformation.

Directions for strategy development

Directions for strategy development, protect and build, product development, market development, diversification.

Methods of strategy development

Methods of strategy development, organic, acquisitions, divestments, joint ventures, strategic alliances, mergers, value added partnerships.

Corporate and international level choices:

Corporate and international level choices, product diversity, international diversity, corporate parenting roles. • Portfolio analysis: portfolio management, BCG, directional policy matrix, parenting matrix.

Strategic Implementation

Identifying criteria for strategic evaluation: suitability, acceptability, feasibility. Organisational structure and design: structural types, matching strategic choice and organisational structure. Management strategy: management styles, strategy and corporate leadership. Managing strategic change: diagnosing the change situation, change management. Strategic control: control types, milestones. Approaches to strategy development: intended strategy development, emergent strategy development, multiple processes of strategy development, strategy development methods.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Evaluate the business strategy, directions and methods of a case study company.	1,2,3	70.00	n/a
Case Studies	Evaluation of strategy implementation issues in a case study company.	4	30.00	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	12 Weeks per Stage	3.00
Independent Learning	15 Weeks per Stage	5.93
Total Hours		125.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	1.50
Independent Learning	15 Weeks per Stage	2.97
Total Hours		62.50

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	8	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	8	Mandatory