

Module Title:	Strategic Management: Analysis
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. To specifically develop a framework of analysis to enable a student to identify central issues and problems in complex business scenarios. 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	Evaluate the notion of strategy and the strategy process.
LO2	Undertake a comprehensive analysis of an organisation's environment and capabilities
LO3	Undertake a comprehensive analysis of an organisation's stakeholders and corporate governance.
LO4	Undertake a comprehensive analysis of an organisation's history and culture.
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

Introduction to strategic management

The strategy concept, introduction to strategic management, strategic analysis, choice and implementation.

The business environment

Strategic environmental appraisal, PESTEL, drivers of change, impact of environmental influences, scenarios, opportunities and threats, strategic gaps, industry and competitive analysis: five forces, strategic groups, market analysis, customer analysis.

Strategic capability

Competitive advantage, critical success factors, resources, competencies and core competencies, benchmarking, value chain analysis, activity maps.

Stakeholders and corporate governance

Context of the organisation, mission statement, objectives, strategies, ownership, corporate governance, stakeholder expectations, social responsibility and ethics.

Cultural context

History and strategy, cultural context, organisational, national, regional context, cultural web.

Assessment Breakdown

	%
Continuous Assessment	100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Provide an analysis of the business environment and capabilities of a chosen company	1,2	50.00	n/a
Case Studies	Case study analysis of an organisation's stakeholders, corporate governance, history and culture.	1,3,4	50.00	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	7	Mandatory
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	7	Mandatory