

Module Title:	Strategic Management
Credits:	10
NFQ Level:	8
Module Delivered In	1 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. Online strategy simulation games will be used to develop the student skill-set in 'strategizing' in an environment that reflects real-life scenarios. Guest speakers will be invited from relevant industry positions to share industry experiences.
Module Aim:	The module is designed to develop the student's skills in diagnosing the strategic health of organisations and providing strategic recommendations. The module aims to improve the student's sensitivity to strategic issues and the quality of their strategic thinking. It builds on the students' previous study of the core business fields of the principles of Management, Finance, Human Resource Management and IT management.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Conduct an in-depth analysis of both the organisational and external environments as part of the strategy formulation process
LO2	Recognise and demonstrate the importance of ethical principles in the strategic decision making process
LO3	Demonstrate business insight in designing business and corporate strategies
LO4	Apply cross-functional and holistic thinking in choosing appropriate structures and cultures for achieving particular strategies
LO5	Demonstrate an appreciation of the potential obstacles to strategy implementation in an organisation and develop methods to overcome such obstacles
LO6	Critically assess management challenges with strategic performance evaluation
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 • Basic concepts in strategic management • Corporate governance and social responsibility
Scanning the Environment • Environmental scanning and industry analysis • Internal scanning: organisational analysis
Strategy Formulation • Strategy formulation: situation analysis and business strategy • Competitive and cooperative strategies • Directional strategies • Portfolio analysis
Strategy Implementation and Change Management • Organising and staffing for action • Leading and managing organisational culture
Evaluation and Control • Common problems in performance evaluation • Evaluation tools • Guidelines for proper control
Strategic Contexts • Strategic Issues in Entrepreneurial Ventures and Small Businesses • Strategic Issues in Not-For-Profit Organizations • Strategic Issues in MNCs

Assessment Breakdown	%
Continuous Assessment	60.00%
End of Module Formal Examination	40.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Part 1 - Environmental Analysis	1	20.00	Week 12
Case Studies	Part 2 - Strategy Formulation	1,2,3,4	20.00	Week 22
Other	Online strategy simulation and reflective feedback	1,2,4,5,6	20.00	Week 26

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	n/a	2,3,4,5,6	40.00	End-of-Semester

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 Time	Every Week	4.00
Total Hours		7.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	26 Weeks per Stage	1.50
Independent Learning Time	26 Weeks per Stage	6.19
Total Hours		200.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BRLMB_B	Bachelor of Business(Honours) in Management	4	Mandatory