

Module Syllabus

Course	Master of Business Administration
Module Title	Strategic Management
Module Syllabus no. (if any)	BC415041S
Year offered	2012
Start date	Feb 2012 / Sep 2012
End date	Feb 2013/ Sep 2013
Syllabus / Content / Learning Outcomes	<ol style="list-style-type: none"> 1. Understand the nature of strategic management and its competitive and institutional context. 2. Appreciate the strength and limitation of strategic analysis and how it fits into the overall strategy process. 3. Design a viable strategy for an organisation, which takes account of the reality of strategic decision making and make appropriate recommendation. 4. Identify and critically utilise relevant tools for strategic analysis.
No of teaching hours	24 Hours
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	3000 Word Assignment (75%) Group Presentation – 30 minutes & Maximum Group Size is 3 (25%)
Skills for maximising learning outcomes	Reading and research
Dates of examinations, major assessments and assignments	May, 2012 / Dec, 2012 / May, 2013
Recommended text	Johnson G, Scholes K & Whittington (2008) Exploring Corporate Strategy, Prentice-Hall, 8 th ed, (Text & Cases)
Additional reference texts (if any)	<p>Lynch R (2006) Corporate Strategy, FT Prentice-Hall</p> <p>Ireland D, Hoskisson R & Hitt M (2008), The Management of Strategy: Concepts & Cases, Cenage Learning.</p> <p>White C (2004), Strategic Management, Palgrave Macmillan.</p> <p>Grant R M (2007), Contemporary Strategy Analysis, Blackwell</p> <p>Kay J A (1993), Foundation of Corporate Success: How Strategies Add Value, Oxford University Press.</p> <p>Thompson A, Strickland A & Gamble J (2005), Crafting and Executing Strategy, McGraw Hill.</p> <p>De Wit B & Meyer R (2004) Strategy: Process, Content, Context, Thomson.</p> <p>Barney J B & Hesterly W S (2006), Strategic Management and Competitive Advantage, FT Prentice Hall.</p> <p>Haberberg, A and Rieple, A (2001), The Strategic Management of Organisation, FT Prentice Hall.</p>

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	<p>Thompson J (2001) Strategic Management: Awareness and Change, Chapman-Hall, 4th ed. (Text and Cases)</p> <p>Ansoff & McDonnell (1990), Implanting Strategic Management, FT Prentice-Hall</p> <p>Stacy, R D (2002), Strategic Management & Organisational Dynamics, Pearson Publication.</p> <p>Mintzberg H, Ahlstrand B & Lampel J (1998) Strategy Safari, FT Prentice Hall.</p> <p>Mintzberg H, Quinn J B, Ghosal S (1999), The Strategy Process, Pearson Education</p> <p>Pitts R & Lei D (2005) Strategic Management: Building & Sustaining Competitive Advantage, West Publication.</p>
Additional Remarks (if any)	

Lesson No.	Learning Outcome
1	Introduction to the module & Key Strategy Framework
2	Evaluating the external environment
3	Evaluating the internal environment
4	Concept of sustainable competitive advantage, capabilities and fit
5	Ryan Air Case
6	Current trends and approaches to strategy
7	Implementation challenges & techniques - Part 1
8	Implementation challenges & techniques - Part 2 + Bringing it together