

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

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| Course   | Master of Business Administration (University of London)   |
| Module Title   | Strategic Management   |
| Module Syllabus No. (if any)                             | BAM050   |
| Syllabus / Content / Learning Outcomes                   | <p>With businesses facing increasingly complicated and challenging environments, they need strategies to create competitive advantages to succeed and survive over the long term. It is important for managers to know how organisations intend to engage with their environment and consequently develop capabilities and competencies to provide competitive advantages and fulfil their organisational objectives. This module focuses on models conceived by observing businesses in developed countries and applies to all sizes of firm including corporations operating globally.</p> <p>Learning outcomes:<br/>Upon successful completion of the module, students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe key concepts of strategic management</li> <li>• Understand the external business environment and context in which organisation's strategies are formed and implemented</li> <li>• Identify the internal resources and capabilities that organisations rely on to develop competitive advantages in relation to the external business environment</li> <li>• Evaluate an organization's strategy from different perspectives</li> <li>• Formulate and implement organisational strategies taking into account the competitive and contextual environment.</li> <li>• Select and use relevant strategic management literature and frameworks</li> <li>• Critically analyse an organization's competitive internal and external environment and draw implications for strategy design and implementation</li> <li>• Formulate business, corporate and network level strategic analysis and understand the tools and methods used</li> <li>• Critical thinking and analytical skills to challenge 'taken for granted' assumptions about strategic management</li> <li>• Analytical and writing skills in a time constrained setting</li> <li>• Independent study skills</li> <li>• Complex reasoning and problem solving skills (including the ability to apply reason and justification within discussion)</li> <li>• Digital and information literacy skills</li> </ul> |
| No. of Teaching Hours                                    | Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66<br>Independent Preparation, pre-reading and analysis = 84<br>TOTAL = 150  |
| Teaching Methods   | Lectures, tutorials, case-studies analysis, research journals and group discussion.  |
| Assessment Methods and Weightages                        | One two-hour unseen written examination (70%)<br>One 2,000 words assignment (30%).   |
| Skills for Maximising Learning Outcomes                  | Reading and research   |
| Dates of Examinations, Major Assessments and Assignments | Please refer to <a href="http://www.london.ac.uk">www.london.ac.uk</a> exam tables<br>June, August/September, December and February/March  |
| Recommended Text   | Mason Carpenter, Gerry Sanders, Strategic Management: Pearson New International Edition: Concepts and Cases, Pearson, 2014<br>Johnson, Gerry, Whittington, Richard, Scholes, Kevan, Angwin, Duncan and Regner, Patrick, Exploring Strategy Text & Cases, Pearson, 2014/2015 (latest)   |

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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| Lesson No. | Learning Outcome  |
|------------|---|
| 1          | Introduction  |
| 2          | Vision and Mission                                      |
| 3          | Internal Analysis                                       |
| 4          | External Analysis                                       |
| 5          | Creating Standard Business-Level Strategies             |
| 6          | Creating Business-level strategies for dynamic contexts |
| 7          | Corporate strategy                                      |
| 8          | Network-level strategy – Mergers and Acquisitions       |
| 9          | Network-level strategy – Alliances                      |
| 10         | Implementing Strategy: Organisational for success       |

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