

## STRATEGIC MANAGEMENT

### 1. MODULE SUMMARY

#### Aims and Summary

Managing strategy has become an integral part of business dynamics today for any company to achieve an edge over its competitors. It helps management students and practicing managers to understand various concepts, tools, and techniques, and relate them to real-life situations. It also introduces all the fundamental notions and concepts of Strategic Management, including basic theoretical concepts.

The main aim of the course is to provide the students a comprehensive approach that covers issues across various spectra of business and public life in the domain of strategic management. It provides not only a general outline of the field with the understanding of its identity, broad scope and multidisciplinary nature but also various situations where planned and emergent strategies are formulated.

#### Module Size and credits

<b>ECTS points</b>	5
<b>Total student study hours</b>	125
<b>Number of weeks</b>	12
<b>School responsible</b>	Lazarski University, Faculty of Economics and Management
<b>Academic Year</b>	2022-2023

#### Entry Requirements (pre-requisites and co-requisites)

None

#### Excluded Combinations

None

#### Composition of module mark (including weighting of components)

Final examination 50%; coursework 50%

#### Pass requirements

To pass the course a student must score at least 40% of the overall weighted average and not less than 35% for each assessment component (i.e. coursework and final exam).

Re-assessment: coursework component and/or examination as appropriate.

#### Special Features

None

### **Course stages for which this module is mandatory**

MSc in International Business Economics , Year 2

### **Course stages for which this module is a core option**

None

## **2. TEACHING, LEARNING AND ASSESSMENT**

### **Intended Module Learning Outcomes**

On completion of this module a student should be able to:

1. Precisely recognise and use all the basic terms and definitions in Strategic Management
2. Understand and explain the scope and multidisciplinary nature of Strategic Management.
3. Gives details on several high-profile financial scams to aid the reader to glean lessons from these occurrences
4. Formulate and discusses the main concept of the strategic cost management process
5. Explains concepts through examples presented in case studies.

### **Indicative Content**

- Basic definitions, notions and concepts in Strategic Management.
- Introduction
- Evolution of Strategic Management
- The Strategic Management Process
- Objectives of Strategic Management.
- Developing a Vision Statement
- Developing a Mission Statement
- Developing Core Values
- SWOT Analysis
- Situational analysis using TOWS matrix
- Goals and Objectives

- Resolving conflicts in Corporate Objectives
- Environment and strategy.
- External Environment
- Political Environment
- Economic Environment
- Technological Environment
- Sociocultural Environment
- List of external factors
- Synthesis of External Factors
- Strategic analysis. Models and techniques.
- Strategic Models
- Financial Models
- Decision Support Models
- Strategic choice
- Contemporary Strategic Thought
- Corporate Strategy
- Four Levels of corporate Strategy
- Performance Strategy
- Fusion of Strategic Options
- Corporate Restructuring
- Business Process Reengineering
- Strategic Alliances
- New business Models with Technology and Digitalization
- Strategy Formulation: choice and analysis
- Steps for making strategic Choices

- Tools and Techniques
- Subjective factors in Strategic Choice
- Strategy Implementation
- Procedural Implementation
- Business Process Management
- Benchmarking
- Strategy Implementation in Projects
- Ethics, Social Responsibility and Corporate Governance.
- Evaluation and Control
- Applications of Strategic Cost Management
- Risk Management: Perspectives and issues
- Corporate Risk Management
- Case Analysis

### **Teaching and Learning**

This module will be taught by means of lectures (50%) and case studies (50%). Formative Assessment: Comments will be given on assessments, and tutorial guidance will be provided for coursework and exam. Student activity and time spent on each activity comprises:

<b>Guided</b>	0 hours	(0%)
<b>Lecture</b>	30 hours	(24%)
<b>Self-guided</b>	95 hours	(76%)
<b>Seminar</b>	0 hours	(0%)
<b>Workshop</b>	0 hours	(0%)
<b>Total</b>	125 hours	

### **Method of Assessment (, assessed as follows)**

The intended learning outcomes will be assessed as follows:

Final examination (50%) will assess all learning outcomes, coursework will assess all learning outcomes.

**Date of last amendment**

15.07.2015

**3. MODULE RESOURCES**

**THE MAIN TEXTBOOK**

Strategic Management, Edited by Oxford University Press, N.Chandrasekaran, P.S. AnanthanaRayannn, 1st edition Oxford University Press 2011.

**RECOMMENDED READING**

Lynch R., Corporate Strategy, Persons Education, Harlow 2003.

Tricker B., Corporate Governance, Principles, Policies and Practices, Oxford University Press, New York, 2009.

D.J. Power, Building Model Driven Decision support systems 1997-2000, [www.dsc.ufcg.edu.br/~garcia/cursos/SAD/Notas/Capitulo9.pdf](http://www.dsc.ufcg.edu.br/~garcia/cursos/SAD/Notas/Capitulo9.pdf). Last accessed on 30 November 2010.

Hamel G., Prahalad C.K. Managing Strategic Responsibility in The MNC, in Strategic Management Journal, Volume 4, Issue 4. 2011.

Jorion P., Value at Risk: Then New Benchmark for Managing Financial Risk, 3th edition, Mc Graw –Hill, New York 2006.

**Required Equipment** None.

**4. MODULE ORGANISATION**

**Module leader**

**Name** Dr Jacek Oleksiejuk

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**Length and month of examination**

120 mins in January

**Expected teaching timetable slots**

No timetable information available