



## Module Definition Form (MDF)

<b>Module code: MOD007671</b>	<b>Version: 1 Date Amended: 16/Jul/2020</b>
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<b>1. Module Title</b>
Management and Strategy

<b>2a. Module Leader</b>
Grahame Macdonald

<b>2b. School</b>
School of Management

<b>2c. Faculty</b>
Faculty of Business and Law

<b>3a. Level</b>
7

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
15

<b>4b. Study Hours</b>
150

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>			

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

Within this module you'll explore the fields of management and strategy, noting how strategic analysis and formulation contribute to an organisation's performance. You'll explore practically relevant ideas and frameworks that facilitate strategy design and implementation, dealing with the craft of strategy, identifying and choosing superior competitive position, how to analyse strategic situations and how to create the organisational context to make the chosen strategy work. Practical and problem-oriented, this module places emphasis on the application of concepts and exploration of frameworks to assist you in analysing and gaining insight into competitive situations and strategic dilemmas.

### 6b. Outline Content

1. Introduction to strategy
2. Strategic purpose
3. External environment analysis
4. Strategic capabilities analysis
5. Culture and strategy
6. Business strategy
7. Corporate strategy
8. Strategy evaluation

### 6c. Key Texts/Literature

The reading list to support this module is available at: <http://readinglists.anglia.ac.uk/modules/mod007671>

### 6d. Specialist Learning Resources

None

<b>7. Learning Outcomes (threshold standards)</b>		
<b>No.</b>	<b>Type</b>	<b>On successful completion of this module the student will be expected to be able to:</b>
1	Knowledge and Understanding	Question the nature of management and strategy, and their competitive and institutional context;
2	Knowledge and Understanding	Debate the strength and limitation of strategic analysis and how it fits into the overall strategy process;
3	Intellectual, practical, affective and transferrable skills	Assess the relevance of different theoretical frameworks in the field of management and strategy;
4	Intellectual, practical, affective and transferrable skills	Devise a viable strategy for an organisation, which takes account of the reality of strategic decision making and make appropriate recommendation;

<b>8a. Module Occurrence to which this MDF Refers</b>				
<b>Year</b>	<b>Occurrence</b>	<b>Period</b>	<b>Location</b>	<b>Mode of Delivery</b>
2021/2	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	28	1-4	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 1 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 1hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	122	1-4	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
<p><b>Strategic report. Consists of the analysis of organisational purpose statements; micro and macro environment; capability analysis. Resulting in recommendations on future corporate and business strategy. Group work 3000 words equivalent.</b></p>					

**In order to pass this module, students are required to achieve an overall mark of 40%.  
In addition, students are required to:**

**(a) achieve the qualifying mark for each element of fine graded assessment of as specified above**

**(b) pass any pass/fail elements**