

Module Specification

1. Factual information			
Module title	BUS310: Strategic Management	Level	6
Module tutor	TBA	Credit value	30 Pts
Module type	Taught	Notional learning hours	2 hour lecture and 1 office-hour

2. Rationale for the module and its links with other modules
<p>Strategic Management: This module examines concepts and the different approaches to - and techniques of - strategic management including analysis of the external and internal environments, the nature of competitive advantage, development of the organization and how they make strategic choices as to where and how to position themselves in relation to their customers and competitors.</p> <p>The module has been designed to encourage and develop greater critical analytical skills especially at level 3. Significant amount of 'case study' work have been embedded to develop the students' analytical and problem solving skills.</p>

3. Aims of the module
<p>The aims of this course are to:</p> <p>Provide students with concepts and tangible strategic skills that can readily be put into practice in often changing business environments.</p> <ul style="list-style-type: none"> -Present the 21st century competitive/business landscape from a strategic management perspective and to assess how global and technological influences shape it -Provide students with a critical overview of the main tools of contemporary strategic practice in organizations in a way which is relevant to their professional needs <p>Achieving the intended learning outcomes (covering both knowledge and skills) fully supports this aim.</p>

4. Pre-requisite modules or specified entry requirements
B207B

5. Intended Learning Outcomes- (ILOs)	
A. Knowledge and understanding	Learning and teaching strategy
<p data-bbox="155 380 1016 451"><i>At the end of the module, learners will be expected to: develop and demonstrate the following Knowledge and understanding:</i></p> <p data-bbox="142 496 1121 565">A1. The structure and dynamics of business environments; how businesses seek to track and analyse their environments;</p> <p data-bbox="142 610 1121 721">A2. Markets, market economies and how they function; how consumers, firms and governments behave as economic agents; why and how markets fail and how this failure is managed;</p> <p data-bbox="142 766 1121 834">A3. Business processes and how they operate; the nature, structure and functioning of organisations; how and why organisations are changing;</p> <p data-bbox="142 880 1121 1029">A4. Key business functions such as Marketing, Human Resources, Information Management, Accounting & Finance, Operations – their nature and contribution to organisational success, their historic origins and their interactions;</p> <p data-bbox="142 1075 1121 1143">A5. How businesses develop strategies; the different forms and theories of strategy;</p> <p data-bbox="142 1188 1121 1338">A6. How organisations make decisions and organise decision-making processes; the various sources of decision-making irrationality; the nature, role and implications of governmental, regional and supranational business policy on businesses;</p> <p data-bbox="142 1383 1121 1451">A7. How to apply key ideas in mathematics, including some statistics, and algebra.</p>	<p data-bbox="1134 418 1814 451">This will be addressed in all TMAs and in the exams:</p> <p data-bbox="1134 496 2024 607">These will be designed following the standard OU structure of TMA, MTA and Exam being more creative through the use of case studies and group assignments such as presentations.</p>

B. Cognitive skills	Learning and teaching strategy
<p><i>At the end of the module learners will be expected to:</i></p> <p>B1. Read material questioningly, identifying and recording key ideas and concepts in business studies;</p> <p>B2. Synthesise material from a variety of sources, analysing and evaluating different perspectives, identifying biases and hidden assumptions;</p> <p>B3. Classify, recognise and organise material in distinct and relevant categories;</p> <p>B4. Construct, defend and evaluate an argument, using relevant evidence, giving reasons for conclusions</p>	<p>This will be addressed in all TMAs and in the exams:</p> <p>These will be designed following the standard OU structure of TMA, MTA and Exam being more creative through the use of case studies and group assignments such as presentations.</p>

C. Practical and professional skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>C1. Transfer and use relevant key skills in the workplace context;</p> <p>C2. Use the more specific knowledge, analytic skills and methods, rooted in the different disciplines as a strong basis for work in many professions; Students will have become better informed, more active and questioning members of an organisation by:</p> <p>C3. The ability to engage critically with the underlying challenges and problems facing a business;</p> <p>C4. The ability to identify and evaluate conflicting arguments, including</p>	<p>This will be addressed in all TMAs and in the exams.</p> <p>These will be designed following the standard OU structure of TMA, MTA and Exam being more creative through the use of case studies and group assignments such as presentations.</p>

D Key transferable skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>D1. Interpersonal skills of effective listening, negotiating, persuasion and presentation;</p> <p>D2. Ability to conduct research into business and management issues, either individually or as part of a team for projects/dissertations/presentations. This requires familiarity with and an evaluative approach to a range of business data, sources of information and appropriate methodologies, and for such to inform the overall learning process; including the development of personal and team attributes and capabilities for entrepreneurial success;</p> <p>D3. Self reflection and criticality including self awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues;</p> <p>D4. Skills of learning to learn and developing a continuing appetite for learning; reflective, adaptive and collaborative learning.</p>	<p>TMA and MTA will address these issues as well as, Final Exam</p> <p>Nonetheless; This is a 16 (sixteen) credits hours semester course with 6 (four) TMAs and an ECA in the U.K.</p> <p><u>As to AOU version:</u> This is 8(eight) credits hours semester course. The ECA will be replaced with an examination (in order to satisfy and comply with local accreditation and to overcome plagiarism issues). Moreover, the number of assignments will be reduced to 1(one) TMA and the midterm examination (as there is a significantly greater emphasis on face to face tuition than the UK OU version, the formative assessment of students will form a part of the development of students' skills in this course)</p> <p>The importance use of online forms as introduced in the UK version of B 301 will be maintained in the course. These skills will be developed in tutorials, on-line activities and assignments. TMA will involve communication skills.</p> <p>TMA and exams. Particular attention is paid to the practice-based learning elements.</p> <p>Although team-working skills will be developed throughout the course, the main opportunity to assess these will be in TMA where students will reflect on their work as part of a community of practice, and their</p>

6. Indicative content.

Strategic management: concepts and cases (Arab world editions). the course is structured into six parts.

part 1: overview of strategic management: chapter 1 the nature of strategic management, what is strategic management?

part 2: strategy formulation: chapter 2 the business vision and mission, what do we want to become? what is our business?

part 3: strategy implementation: chapter 8 implementing strategies: management and operations issues, the nature of strategy implementation.

part 4: strategy evaluation: chapter 11 strategy review, evaluation, and control

part 5: strategic-management case analysis: chapter 12 how to prepare and present a case analysis

part 6: cases: manufacturing firms: consumer goods, food and beverages, healthcare, small business, automotive.

service firms: technology, retailing, food service, financial, travel and entertainment, non-profit.

7. Assessment strategy, assessment methods and their relative weightings

TMA will assess the students' ability and understanding of the course materials provided in the class room as well as to test his/her reflection and critical thinking.

One 2-hour Mid-Term Assessment (MTA)

One 3-hour FINAL EXAM at the end of the course.

The balance between components of assessment is shown in the following table:

Components	Form of Assessment & Marks		%
CONTINUOUS ASSESSMENT	TMA	20	50%
	MTA	30	
FINAL ASSESSMENT	FINAL EXAM	50	50%
GRAND TOTAL		100	100%

8. Mapping of assessment tasks to learning outcomes

Assessment tasks	Learning outcomes																		
	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4
TMA			X		X			X	X	X	X	X	X	X		X	X	X	X
MTA	X	X		X	X			X	X		X	X	X	X		X		X	X
Final Exam	X	X				X	X	X	X		X	X	X	X	X			X	X

9. Teaching staff associated with the module

Tutor's name and contact details	Contact hours
TBA	

10. Key reading list

Author	Year	Title	Publisher	Location
Fred R. David Abbas Abdulrahman Al-Ali	2011	Strategic Management: Concepts and Cases, Arab World Edition	Pearson Education Limited	US

11. Other indicative text (e.g. websites)

Online Support Materials: Your tutor will facilitate your tutorial group, through formal face-to-face or electronic collaboration, and informally in the tutorial group. The main body of the course is paper-based, presented as text, as well as the Course File which contains the supplementary material and a set book. There will also be use of PPT which is prepared for the use of all candidates via Moodle, where students will access important materials, an on-line version of the Course File, and PDFs of the course texts and set book. This will allow flexibility of use of the material as well as give students access to web links relevant to their study, discussion with other students and their tutor. Moreover; Students may also seek the following websites. Open University UK: <http://www.open.ac.uk/>, Arab Open University: Strategic Management: Concepts and Cases (Arab World Editions) with My management Lab Access Code Card, 1/E.

