MN5461 – STRATEGIC MANAGEMENT

MODULE TYPE/SEMESTER: Core (20 credits), Semester 1

MODULE LEADER: Dr Peter Keenan

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AIM: This module focuses on the theory and practice of strategic management. It begins with classical conceptualisations of strategy that have influenced how competitive environments are analysed, as well as how firms can be analysed from ‘the inside’ and in terms of what they are capable of doing.

The module also discusses how cognitive, cultural, power, and identity issues play a key role in shaping strategy and its outcomes. It draws upon many examples of strategic success, inertia, and failure that act as reference points in supporting both traditional and emerging perspectives.

Strategy is a social process. Therefore, there is a strong practical element to this module, in that students will be applying theoretical concepts to the analysis of real ‘live’ organisations. Attention is also given to the history of strategy and how modern thinking about ‘who does strategy?’ requires some reappraisal in terms of the strategic role of women in organisations.

METHOD OF TEACHING & LEARNING:

Lectures: 9 x 3 hour sessions
Weekly lectures will last 90-120 mins.

Weeks 1-6 lectures will be followed by 60-min group work facilitation from 1600-1700.

*Weeks 7 & 12 no lectures

Practitioner guest speakers: Strategy practitioners will present to students as to what constitutes strategy development and implementation in their own organisations. Scheduled for Weeks 9 & 10 (subject to change).
Extensive reading:


3) A reading list of research papers is available on Moodle for each weekly lecture. Students are required to read these book chapters and research papers before each lecture.

**LEARNING OUTCOMES:** By the end of the course, it is anticipated that students will display the following learning outcomes:

**Relevant knowledge and understanding**

1. A comprehensive understanding of classical and contemporary ideas in strategy
2. An appreciation of the social significance of the various discourses of strategy
3. A well-developed personal position / approach to strategic management

**Skills**

1. Group learning
2. Business analysis
3. Research
4. Critical reasoning

**COURSE OUTLINE:**

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<th>Week</th>
<th>Lectures</th>
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| 1    | Introduction to strategy  
      | Conceptualising strategy and identifying strategic actors |
| 2    | Strategic positioning and competitive advantage (external analysis) |
| 3    | The Resource-Based View (internal analysis) |
| 4    | International Strategic Management |
| 5    | Stakeholders and power dynamics in the strategy process |
| 6    | Culture and strategy: does it still matter, and did it ever? |
| 7    | No lecture:  
      | Submission of individual assignments  
      | Completion of group work analysis with designated case organizations |
| 8    | Group presentations: assessment |
| 9    | Strategy as a learning and emergent process |
| 10   | Women and the strategy the process |
| 11   | Managing strategy implementation |
| 12   | **Revision week** |
ASSESSMENT:

(i) Individual assignment:
2500 words (excluding appendices and references)
Submission date: Tuesday 27th October 2015 (Week 7)
Upload to MMS by 12noon (penalty applied if after)
Weighting 30%

(ii) Group assignment:
Presentations held on Tuesday 3rd November 2015
Approximately 15 min plus 5 min Q&A
Submission date: Monday 2nd November.15 (Week 8)
Upload to MMS by 12noon (penalty applied if after)
Weighting 20%

(iii) Examination
Date: December 2015 exam diet
Weighting 50%