

H8SMG: Strategic Management

Module Code:	H8SMG
Long Title	Strategic Management APPROVED
Title	Strategic Management
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	RON ELLIOTT
Module Author:	RON ELLIOTT
Departments:	School of Computing
Specifications of the qualifications and experience required of staff	Master's degree in Computing/Business Information Systems or cognate discipline.
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Recognise the importance of information systems/information technology as a source of strategic advantage and/or strategic necessity.
LO2	Apply the tools required for strategic analysis.
LO3	Evaluate business, technological and market strategies that have led to success or failure, and identify the reasons why.
LO4	Construct the main elements of an eCommerce business strategy for competitive advantage in a local, national and international context.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	Learners should have attained the knowledge, skills and competence gained from stage 3 of the BSc (Hons) in Computing

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Module Content & Assessment			
Indicative Content			
Strategic Management Introduction The DP and IT eras. The rise of the Information Economy Information as a source of competitive advantage and competitive necessity Information as a strategic weapon Strategic application of information technology/information systems. Emergence of eCommerce.			
eCommerce 1 eCommerce policy Economic and cultural drivers Technical convergence and current markets and trends.			
Strategic Planning Concepts and levels of strategy Strategic management and planning Developing strategic vision and business mission Components of a strategic plan.			
Impact on Strategy Impact of the external environment on the firm Globalisation and technological innovation Dealing with uncertainty and the implications for strategy.			
eCommerce 2 Conventional and Web media characteristics and economic principles Power shift to consumers Redefining space, time and money Electronic channels and markets Implications for strategy			
Strategic Analysis 1 Industry and competitive analysis Porters five-forces model of competition Company situation analysis.			
Strategic Analysis 2 SWOT analysis Strategic cost analysis Value chain analysis, core competencies and competitive advantage.			
eCommerce 3 eCommerce value chain Internet business models Internet business strategies Threats and opportunities Portfolios of applications			
Implementation Strategy Framework for implementing strategy Building a capable organisation Creating strategy-supportive policies and Instituting best practices and commitment to continuous improvement Measuring strategic performance.			
Assessment Breakdown			%
Coursework			30.00%
End of Module Assessment			70.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Case Study	% of total:	30
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Sample Case studies that the students analyse the understanding of the importance that information technology plays in business as a source of competitive advantage and/or strategic necessity, In-class debates and in-depth discussions will examine the students' knowledge of the relationship between rapidly evolving ICT, new products, and process and service development. Real life case studies test the students ability to analyse business, technological and market strategies that have lead to success or failure and test the students understanding of the reasons why.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	70
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: End-of-Semester Final Examination			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	24	Per Semester	2.00
Tutorial	No Description	12	Per Semester	1.00
Independent Learning Time	No Description	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
Kenneth C. Laudon,Carol Guercio Traver. (2019), E-Commerce 2019, 15. Pearson, p.912, [ISBN: 978-0134998459].	
Johnson, G. Whittington, R. Scholes, K. Angwin, D. Regner, P. (2018), Fundamentals of Strategy, 4. [ISBN: 1292209062].	
<i>Supplementary Book Resources</i>	
James D. McKeen,Heather Smith. (2012), IT Strategy, 2. Pearson College Division, p.313, [ISBN: 9780132145664].	
Efraim Turban,Jon Outland,David King,Jae Kyu Lee,Ting-Peng Liang,Deborah C. Turban. (2017), Electronic Commerce 2018, 9. Springer, p.636, [ISBN: 978-3-319-58715-8].	
Robert M. Grant. (2016), Contemporary Strategy Analysis, John Wiley & Sons, p.776, [ISBN: 978-1119120841].	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Journal], Harvard Business Review.</p> <p>[Journal], Financial Times.</p> <p>[Journal], International Journal of Industrial Organisation.</p> <p>[Journal], Learning Organisation.</p> <p>[Journal], Management.</p> <p>[Journal], New Technology, Work and Employment.</p>	
Discussion Note:	