

# Module Documentation



**MGMT08002**

Strategic Management 2

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## MGMT08002 Strategic Management 2

Short Title	Strategic Management 2		
Full Title	Strategic Management 2		
Attendance	N/A	Discipline	345 MANAGEMENT & ADMIN
Coordinator	Kevin McDonagh	Department	Business
Co Author(s)	Kevin McDonagh		
Official Code	MGMT08002	NFQ Level	08
		ECTS Credit	05

### Module Description

This module is a follow-on from Strategic Management 1. The key focus of this module is the application of the theory from Strategic Management 1 through case studies of various companies and industries. In addition this module will introduce the student in more detail to the key components of implementing a strategy and assessing the financial performance of companies through case studies.

### Learning Outcomes

*On completion of this module the learner will/should be able to*

1. Assess a company's strategic position.
2. Evaluate a company's competitive environment.
3. Identify and apply the range of tools for strategic analysis.
4. Propose appropriate strategic options and make recommendations.
5. Assess the financial performance of a company using its financial statements.
6. Appraise a company's efforts in strategy implementation.

### Teaching and Learning Strategies

The teaching strategy for this module will be tailored to achieve the learning outcomes. It will involve the use of examples and case studies to enhance the student's understanding and application of the theory from Strategic Management 1. The lecturer will facilitate seminar discussion by posing a range of questions and issues to consider relevant to the case study under consideration.

### Assessment Strategies

The assessment for this module is case study based.

### Repeat Assessment Procedures

Three-hour case study.

### Assessment Facilities

### Module Dependencies

#### Prerequisite Modules

None

#### Corequisite Modules

None

#### Incompatible Modules

None

### Indicative Syllabus

This module will be delivered by lecture and seminar based sessions. The key focus of this module is on the application of theory from Strategic Management 1 to a range of companies and industries both national and international through the case study method.

### CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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### Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Case Studies	1,2,3,4,5,6	100	OnGoing

### End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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### ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

### Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

### Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	1	Weekly	1.00
Seminar	Flat Classroom	Seminar	2	Weekly	2.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

**Journals:**

The Harvard Business Review.

The Economist.

The Irish Times.

Module Alternate Book Resources

None

Module Other Resources

Module URLs

Additional Information

None

## ISBN BookList

## Book Details

*Crafting and Executing Strategy: The Quest for Competitive Advantage* McGraw Hill Higher Education

ISBN-10 007713723X ISBN-13 9780077137236

Arthur A., Jr. Thompson 2010 *Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases* Irwin/McGraw-Hill

ISBN-10 0070182604 ISBN-13 9780070182608

Charles W. L. Hill 2006 *Strategic Management: An Integrated Approach* South-Western College Pub

ISBN-10 0618641629 ISBN-13 9780618641628

Gerry Johnson 2011 *Exploring Strategy: Text & Cases (9th Edition)* Prentice Hall

ISBN-10 0273732021 ISBN-13 9780273732020

Richard Lynch 2009 *Strategic Management (5th Edition)* Prentice Hall

ISBN-10 0273716387 ISBN-13 9780273716389

Claire Capon 2008 *Understanding Strategic Management* Pearson Education Canada

ISBN-10 0273694987 ISBN-13 9780273694984

## Approval Information

School Approval by Carmel Brennan on 02-04-2015

Academic Council on 02-04-2015

## Programme Membership

Code	Intake Year	Programme Title
GA_BBISG_H08	201500	Bachelor of Science (Honours) in Business Information Systems
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BRURA_H08	201500	Bachelor of Business (Honours) in Rural Enterprise and Agri-business
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BPHAS_K08	201500	Bachelor of Business (Honours) phasing out