

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Post Graduate Diploma in Management
Module Title	Strategic Management
Module Syllabus No. (if any)	NIL
Year Offered	2018
Start-Date	February 2018 / September 2018
End-Date	January 2019 / August 2019
Syllabus / Content / Learning Outcomes	<p>On successful completion of the module, participants will be able to:</p> <p>Knowledge and Understanding</p> <p>a) Identify, critically appraise and select strategies for organisations operating within domestic and international contexts.</p> <p>b) Critically evaluate strategies linked to responding to external Environments (fit strategies) and contrast them to strategies linked to core competencies (stretch strategies).</p> <p>c) Recognise and address ethical dilemmas and corporate social responsibility issues, applying ethical and organisational values to situations.</p> <p>Subject Specific Skills</p> <p>d) Be able to apply the concepts of strategic planning to current organisations and conduct an environmental and competitor analysis of a given organisation or industry, including within an international or global marketplace.</p> <p>e) Develop appropriate policies and strategies within a changing environment for a variety of organisations, to meet stakeholder interests.</p> <p>Key Skills</p> <p>f) Develop and demonstrate key communication skills, both verbally and orally to a professional standard.</p> <p>g) Explain and apply the process of effective time management and self-directed research.</p> <p>h) Develop effective group-based capabilities both in terms of leadership and participation.</p> <p>i) Demonstrate critical thinking and creativity: manage the creative processes in self and others; organise thoughts, analyse, synthesise and critically appraise alternative strategies and choices.</p>
No. of Teaching Hours	Contact Hours – Lectures, Seminars & online activity(13x3) = 39 Independent Preparation, pre-reading and analysis (13x7) = 91 Workshop activity (2x7) = 14 Workshop Preparation = 6 Assignment Work= 50 TOTAL= 200
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Group/Individual Presentation– 50% Individual Case Assignment (2,500 words) - 50%
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	TBA
Recommended Text	Barak S. Aharonson (2013) Technology, Innovation, Entrepreneurship and Competitive Strategy – Emerald Publishing
Additional Reference Texts (if any)	NIL.
Additional Remarks (if any)	NIL

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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Lesson No.	Learning Outcome
1	Introduction to Business Strategy
2	Organisational Purpose
3	Environmental Analysis
4	Internal Analysis
5	Industry and Competitive Analysis
6	Corporate strategies
7	Business strategies
8	Leadership, Culture and Strategic Change
9	Strategy Evaluation and Selection
10	Global Issues and Trends in Strategic Management

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