

London Campus



UNIVERSITY OF WALES: Trinity Saint David

PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

Postgraduate Course

MBA Programme

Module Number: LCMB7003

Module Title:

Strategic Management

Semester Plan Synopsis

September 2023

Level: 7
Credits: 20

SEMESTER PLAN SYNOPSIS

Week	Topic	Essential Reading
1	Introduction to the module Introducing Strategy and Strategic Management	Lynch (2022): Chapter 1 Whittington et al., (2020): Chapter 1
2	The Macro Environmental Analysis	Lynch (2022): Chapter 3 Whittington et al., (2020): Chapter 2
3	The Micro Environmental Analysis Assignment Clinic 1	Lynch (2022): Chapter 3 Whittington et al., (2020): Chapter 3
4	Organisational Analysis and Competitive Advantage	Lynch (2022): Chapter 4 Whittington et al., (2020): Chapter 4
5	Strategy Formulation Business Strategy	Lynch (2022): Chapter 8 Whittington et al., (2020): Chapter 7
6	Strategy Formulation Corporate Strategy Assignment Clinic 2	Lynch (2022): Chapter 9 Whittington et al., (2020): Chapter 8
7	International Strategy	Lynch (2022): Chapter 19 Whittington et al., (2020): Chapter 9
8	Implementing and Evaluating Strategy	Lynch (2022): Chapters 10 & 13 Whittington et al., (2020): Chapters 12 and 13
9	Strategic Sustainability	Lynch (2022): Chapter 14 Whittington et al., (2020): Chapter 16
10	Revision Assignment Clinic 3	