

Module Layout
BEC321 / Strategic management

Faculty	FEM	Economics and Management	
Programme of Study	BEC	Business Economics	
Module	BEC321	Strategic management	
Level of Study	Undergraduate	Graduate	
	√	Master	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance		
Module Type	Required	Electives	
	√		
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	-	5
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30 %	10 %	60 %
Number of European Credit Transfer System (ECTS)	10		

Module Description

Organizations must always develop better strategies to compete in the quickly evolving global business environment. The module BEC321 (Strategic Management) covers the fundamentals of strategy formulation, development and execution, and corporate competitive analysis. It focuses on how managerial choices, long-term direction, scope, and performance affect the success or failure of modern businesses. Other topics covered include the organization's vision and mission, organizational goals, levels of strategy, aspects of corporate social responsibility, tools and techniques of strategic analysis, frameworks and methods for strategic management at the business level, the corporate level, and the network level as well as theoretical approaches for the analysis of the organization's internal and external environment. Choosing competitive strategies, developing and protecting competitive advantages, delineating firm boundaries, and allocating critical resources over long periods are some of the primary strategic business decisions addressed in this course.

Pre-requisite Modules

None

Co-requisite Modules

None

Grading Scheme			
Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Study Week (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0%	~180 - ~210	7
Weekly Interactive Activities	10 %	~25 - ~30	1
Assignment 1	15 %	~18 - ~25	1
Assignment 2	15 %	~18 - ~25	1
Final/Repeat Examination	60 %	3	-
Total	100 %	~250 - ~300	10

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% * 10 = 9$, etc.
- **Passing rate**
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final Exam

If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.