

# The Manchester Global Part-time MBA

Core Course: **Strategy and Competition Part B**

MANCHESTER  
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The University of Manchester  
Alliance Manchester Business School

**In today's fast-moving and interconnected business world, corporate strategy must go beyond broad frameworks and adapt to the unique challenges faced by complex organisations.**

Strategy and Competition B takes a design-led, multidisciplinary approach to strategy development, blending theory, data, and real-world analysis.

You will explore how strategy can be engineered to respond to change, how organisational structures influence outcomes, and how strategic decisions must adapt across a company's lifecycle. From growth and maturity to refocusing and restructuring.

The course draws on management, industrial organisation, and organisational economics to help you develop a deep, practical understanding of the strategic choices that shape business success.

## How you'll benefit



**Design Strategic Solutions:** Gain the skills to build coherent, tailored strategies in response to dynamic business environments.



**Master Strategic Systems Thinking:** Understand and manage the complexity of corporate structures, interdependencies, and internal alignment for sustained advantage.



**Adapt Strategy Across the Corporate Lifecycle:** Learn how to tailor strategic approaches to fit the needs of growing, maturing, or restructuring organisations.



**Enhance Strategic Fit:** Evaluate the alignment between product-market strategy, organisational structure, and business model to drive performance.



**Make Evidence-Based Decisions:** Apply data, economic frameworks, and practical insights to inform impactful strategic choices.

This is a course for ambitious MBA students who want to lead strategically, think critically, and build resilient organisations in a competitive global landscape.

## Delivery method

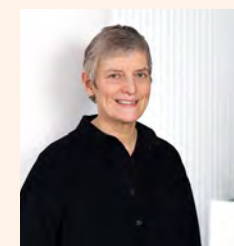
This course is delivered through a 4-day in-person workshop and online learning.



## Reza Salehnejad

Reza is an economist who leads several MBA Core Courses at Alliance Manchester Business School. In addition to the University of Manchester, Reza has also previously conducted research and taught at other world-leading universities, including Oxford and Cambridge.

He has received numerous awards for teaching innovation at the University of Manchester. His publications include *Rationality, Bounded Rationality and Macroeconomics* (Mc Millan, 2007). Reza also offers consultancy and advice to venture capital firms.



## Irene Roele

Irene Roele is a strategy lead at Alliance Manchester Business School for Executive Education and the Global Executive MBA.

She works with senior leadership teams across sectors, combining over 15 years' experience in retail, arts, and executive development with academic rigour and expertise in process facilitation, gained at the Tavistock Institute.

Irene designs impactful, experiential learning programmes using innovative techniques like Open Space Technology, helping leaders apply strategic thinking and reflective practice in their work. Her clients include ICBC, Tesco, ITV, BP, and the Royal College of Defence Studies.

**Have any further questions about the Global Part-time MBA?**

*This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.*



Please get in touch - [global@manchester.ac.uk](mailto:global@manchester.ac.uk)