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Refer to guidance notes for completion of each section of the specification.

Module Code:	BUS484

Module Title:	Improving Productivity and Profitability

Level:	4	Credit Value:	20

Cost Centre(s):	GDZB	HECoS code:	100078

Faculty:	SLS	Module Leader:	Gaenor Roberts

Scheduled learning and teaching hours	32 hrs
Placement tutor support	0 hrs
Supervised learning eg practical classes, workshops	4 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	**36** hrs
Placement / work based learning	**0 hrs**
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Standalone module Affiliated to BA(Hons) Business for QAA purposes	☐	✓

Pre-requisites
None

Office use only	
Initial approval: 08/10/2020 With effect from: 08/10/2020 Date and details of revision:	Version no: 1 Version no:

Template updated: September 2019

Module Aims
The overall aim of this module is to introduce students to the work practices associated with the management of productivity and profitability. This includes providing students with a practical toolkit and a range of techniques that can be deployed to reduce costs, increase turnover, increase productivity and increase efficiency. It also includes an understanding of how to assess an organisation's profitability, deliver growth for the bottom line and how to plan and manage change.

Module Learning Outcomes - at the end of this module, students will be able to	
1	Describe the factors that influence the productivity and profitability of an organisation using a range of theories and work practices.
2	Demonstrate a knowledge of the ways in which management of costs and efficiency savings can drive profitability.
3	Develop a range of tools and techniques to deliver growth for the bottom line.
4	Explain how to plan and manage change to streamline business processes and boost productivity.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.	
CORE ATTRIBUTES	
Engaged	I
Creative	I
Enterprising	I
Ethical	I
KEY ATTITUDES	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I
Adaptability	I
PRACTICAL SKILLSETS	
Digital fluency	I
Organisation	I
Leadership and team working	I
Critical thinking	I
Emotional intelligence	I

Employability Skills **The Wrexham Glyndŵr Graduate**	**I = included in module content** **A = included in module assessment** **N/A = not applicable**
Communication	I

Derogations
None

Assessment:
Indicative Assessment Tasks:
Students will be required to complete an online discussion forum on each weekly topic. The forums will enable students to reflect and demonstrate their learning. The minimum expectation for the total word count is 2000 words.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 to 4	Learning logs/journals	100

Learning and Teaching Strategies:

This module will be delivered entirely online and the learning and teaching strategies will be accessible and wide-ranging in order to cater for a diverse audience. It is anticipated that content will take the form of recorded lectures, supporting signposts to learning materials such as links to videos, a Moodle book if appropriate and further reading, asynchronous tutorials via discussion forums and live dialogic forums to stimulate thinking. Students will be expected to engage with all content.

The delivery for the eight week short course will include:
- 1 x recorded lecture per week
- Supporting signposts to learning material on Moodle, such as links to videos (e.g. TED talks),
- A Moodle book if appropriate and further reading
- Material to support the delivery of 6 x Asynchronous tutorials
- Delivery of Dialogic forums

Syllabus outline:

Indicative topics for this module's syllabus include:

- Introduction to Improving Productivity and Profitability
- Uncovering and managing costs from suppliers, finance, premises and production
- Reviewing what the organisation sells and at what price
- Increasing profitability by buying more effectively and cutting waste throughout the business
- Concentrating sales efforts to sell more to existing profitable customers and finding similar customers to sell to.
- Tool kits and techniques for expanding your market and developing new products and services
- Boosting productivity, cutting costs and remaining competitive
- Planning for change and growth to improve the profitability of the organisation

Indicative Bibliography:

Essential reading

Hague, P. (2019) *The Business Models Handbook: Template, Theory and Case Studies*, Kogan Page

Other indicative reading

Bock, A. J. and George, G. (2018) The Business Model Book: Design, Build and Adapt business ideas that drive business growth, Pearson.

Hoverstadt, P. and Loh, L. (2017) Patterns of strategy. Routledge

Linz, C, Muller-Stewens, G, and Zimmermann, A. (2020) Radical Business Model Transformation: How Leading Organizations Have Successfully Adapted to Disruption. Kogan Page

Ringo, T. (2020) Solving the Productivity Puzzle: Boosting productivity in your organization to improve individual and business performance, Kogan Page

Slack, N. (2017) The operations advantage: A practical guide to making operations work. Kogan Page

Indicative Bibliography:

Websites

https://www.bgateway.com/
https://reverscore.com/continuous-improvement-tools/
https://kanbanize.com/lean-management/what-is-lean-management
https://www.sixsigma.co.uk/
https://www.mckinsey.com/business-functions/organization/our-insights/the-organization-blog
https://www.leanproduction.com/top-25-lean-tools.html