

MODULE SPECIFICATION PROFORMA

Module Title:	Strategic Business Analysis	Level:	5	Credit Value:	10
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Module code:	BUS571	Is this a new module?	Yes	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	December 2017
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School:	NWBS	Module Leader:	Mike Scott
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Scheduled learning and teaching hours	24 hrs
Guided independent study	76 hrs
Placement	0 hrs
Module duration (total hours)	100 hrs

Programme(s) in which to be offered	Core	Option
North Wales Business Academy module: To be aligned with BA (Hons) Business Programme for QAA and assessment purposes only	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval: November 16

APSC approval of modification: December 2017

Version: 3

Have any derogations received SQC approval?

Yes No N/A

If new module, remove previous module spec from directory?

Yes No

Module Aims

To enhance the student's understanding of the internal and external business environment, to provide the knowledge to develop a competitive and sustainable business strategy and successful organisational development plan to achieve it.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

		Key Skills	
1	Examine the principles, theories and research which underpin business practice	KS1	KS9
		KS5	
		KS6	
2	Evaluate arguments in business using ideas and research at the forefront of business practice	KS3	
		KS7	
3	Demonstrate an appreciation of the applications for their accrued knowledge in the modern business environment	KS2	
		KS3	
		KS9	

Transferable skills and other attributes

- KS4 Information technology skills and digital literacy
- KS8 Career management skills

Derogations

None

Assessment:

Students are required to write a report for their organisation in the form of a business plan. This plan should specifically address one or more of the key issues highlighted in the business diagnostic and initial research. Whilst it is accepted that such plans may vary between individuals and different organisations, it should still include a clear indication of the problem(s) to be addressed, associated risks and limitations and an outline action plan to resolve the issue(s). The report should concurrently meet academic and business executive standards.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3	Report	100%	N/A	2,000

Learning and Teaching Strategies:

This module will be delivered using a combination of lead lectures, group tutorials, participant-led discussion, practical exercises, directed and self-directed study.

Syllabus outline:

1. Report writing for business.
2. Writing for a non-academic audience.
3. Business planning.
4. Developing a strategic approach to business growth.
5. Top-level financial analysis.
6. Objective setting.
7. Resource management.
8. Principles of sales and marketing.
9. Key business functions.
10. The competitive environment and thinking externally.

Bibliography:**Essential reading****Essential Reading:**

Johnson et al (2009). Exploring Corporate Strategy. 8th Edition. Financial Times Prentice Hall. 2009

Other indicative reading**Other Reading:**

Alvesson, M and Sveningsson, S. (2016). Changing Organisational Culture. 2nd Edition. Routledge. 2016

Huczynski, A and Buchanan, D. (2013). Organisational Behaviour. 8th Edition. Prentice Hall. 2013

Kotter, J.P. (2012). Leading Change. Harvard Business Review Press. 2012

Mullins, L. (2013). Management and Organisational Behaviour. 10th Edition. Prentice Hall. 2013.

Journals:

Professional journals relating to individual student industry