

<b>Module Code:</b>	BUS678
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<b>Module Title:</b>	Exploring Competitive Strategies
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<b>Level:</b>	6	<b>Credit Value:</b>	40
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<b>Cost Centre(s):</b>	GAMG	<u>JACS3</u> code:	N211
		<u>HECoS</u> code:	100088

<b>Faculty</b>	Social and Life Sciences	<b>Module Leader:</b>	Gaenor Roberts
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Scheduled learning and teaching hours	44 hrs
Guided independent study	356 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>400 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
BA (Hons) Applied Business Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

**Office use only**

Initial approval: 19/06/2019  
 With effect from: 23/09/2019  
 Date and details of revision:

Version no: 1  
  
 Version no:

## Module Aims

This module aims to introduce students to the essential principles of strategic decision making and elements of effective operations management. It will explore how innovative strategies contribute to the achievement of a sustainable competitive advantage, also studying examples of effective operations management that will provide knowledge that can be applied to any size and type of business.

## 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

1	Analyse, propose and implement operations management techniques to maintain and improve core business processes.	KS2	KS3
		KS1	KS6
2	Critically evaluate the contribution made to business effectiveness through quality management practices and supply chain procedures.	KS1	KS2
		KS3	KS5
3	Identify and evaluate ways in which an organisation acquires and retains a competitive advantage.	KS2	KS3
		KS1	KS5
		KS9	
4	Critically analyse relevant information in order to inform strategic decision making.	KS1	KS2
		KS3	KS5

### Transferable skills and other attributes

*Effective communication skills, oral and written*

*Critical thinking*

*Analysis and synthesis of information and knowledge*

*Problem solving skills such as identifying and solving business problems.*

*Applying knowledge and theories in practice*

*Self-reflection and reflective learning*

**Derogations**

*None*

**Assessment:**

## Indicative Assessment Tasks:

- A portfolio of individual tasks related to resolving a series of problems in operations management examples.
- An essay comparing and contrasting the implementation of two chosen strategy models within a given company, evaluating how each of them could help the organisation achieve competitive advantage.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1,2	Portfolio	50%	2,500
2	3,4	Essay	50%	2,500

**Learning and Teaching Strategies:**

This module will be delivered using a combination of face to face lectures, group tutorials and practical exercises, and will utilise the use of case studies to apply the knowledge. There will be a substantial element of online learning, during which students will consolidate learning, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

**Syllabus outline:**

1. Managing operations
2. Design and delivery of operations.
3. Supply chain management
4. Quality management
5. Introduction to strategy
6. Strategic analysis: understanding markets, customers and competitors
7. Perspectives on strategy
8. Recognised strategic models and theories.
9. Strategy selection and implementation
10. Competitive analysis and positioning
11. Achieving competitive advantage
12. Maintaining competitive advantage

## Indicative Bibliography:

### Essential reading

Hill, A. and Hill, T. (2018), *Essential Operations Management*. 2nd ed. Basingstoke: Palgrave Macmillan.

Mintzberg, H., Quinn, J. and Ghoshal, S. (2013), *The Strategy Process*. 5th ed. New York: Pearson.

### Other indicative reading

#### Books

Slack, N., Brandon-Jones, A., and Johnston, R. (2016), *Operations Management*. 8th ed. Harlow: Pearson Education. (available as e-book)

#### Journals

Journals available on Resourcefinder

#### Websites

[www.manager.org.uk](http://www.manager.org.uk) – Chartered Management Institution