

MODULE SPECIFICATION PROFORMA

Module Title:	Implementing Strategies	Level:	7	Credit Value:	20
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Module code:	BUS7AR	Is this a new module?	Yes	Code of module being replaced:	N/A
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Cost Centre:	GAMP	JACS3 code:	N211
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Trimester(s) in which to be offered:	1, 2	With effect from:	September 2017
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBA	✓	<input type="checkbox"/>
MBA (Asset Management)	✓	<input type="checkbox"/>
MBA (International)	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval January 17

APSC approval of modification *Enter date of approval*

Version 1

Have any derogations received SQC approval?

N/A

Module Aims			
To examine the various ways in which strategic thinking skills and supporting analytical techniques contribute to the longer-term priorities, performance and direction of an organization which encompasses and identifies the different programme routes.			
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	Critically review the concepts of strategy, strategic thinking and strategy as practice	KS1	
		KS5	
2	Critically evaluate the strategic context within which an organization is competing	KS6	
3	Provide a critical judgement of ways in which organizational resources and capabilities contribute to strategic performance	KS3	
4	Formulate a relevant strategy and justify the choices making a contribution to the overall strategy	KS1	KS5
		KS3	KS6
Transferable/key skills and other attributes			
Strategic thinking – scanning, testing, questioning and conceptualizing. Decision-making, planning and implementation strategies.			

Derogations

None

Assessment:

Assessment 1: will broadly replicate a board meeting, with a scenario of new appointments and two agenda items requiring a review of strategic thinking and the sectoral context dependent on the chosen programme route that is based on the development of a detailed strategic plan developed as a formative assessment
The planning and meeting will be a group task, however individual marks will be awarded, based on the level and effectiveness of overall contribution

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Oral Assessment	100%		3,500

Learning and Teaching Strategies:

Opportunities will be integrated into the modular session which enable students to learn through the use and analysis of information to reach informed decisions that are influential, effectively communicated to demonstrate a professional and independent approach with leadership acumen. Theoretical content will be delivered via lectures during which students will be expected to contribute views to develop a professional, performance-oriented mind-set using information as a basis for analysis. Contemporary examples will be used as examples to catalyse a theory into practice approach and reflect the individual routes selected by the students.

Syllabus outline:

Strategy: Theory & Practice – An Introduction
Strategy, Competitive Forces and Positioning
Strategy, Resources and Capabilities
Strategy and Innovation
Strategy: Make or Buy?
Strategy and Alliances
Strategy as Process
Strategy as Practice
The Futures of Strategic Management

Bibliography:
Essential reading
Clegg, S.R., Schweitzer, j., Whittle, A., and Pitelis, C. (2016) <i>Strategy Theory and Practice</i> , Sage Publications, London.
Other indicative reading
Dalton, C. (2016) <i>Brilliant Strategy for Business</i> , Pearson Education, Harlow
Johnson, G., Whittington, R., Regner, P., Scholes, K., and Angwin, D. (2017) <i>Exploring Strategy: Text and Cases</i> , 11 th Edn., Pearson Education, Harlow.
Lampel, J.B., Mintzberg, H., Quinn, J.B. and Ghoshal, S. (2013), <i>The Strategy Process: Concepts, Contexts, Cases</i> . 5th ed. Harlow: Pearson.
Journals: Journal of Management Development Management Decisions Strategic Direction Strategy and Leadership