

**MODULE SPECIFICATION PROFORMA**

<b>Module Code:</b>	SOC636
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<b>Module Title:</b>	Forecasting and Influencing Future Trends	<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Cost Centre:</b>	GAPL	<b>JACS3 code:</b>	N190
		<b>HECoS code:</b>	100079

<b>Faculty:</b>	Social and Life Sciences	<b>Module Leader:</b>	Ken Perry
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Scheduled learning and teaching hours	24hrs
Guided independent study	176hrs
Placement	0hrs
<b>Module duration (total hours)</b>	200hrs

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Public Service Leadership	✓	
Standalone module aligned to BA (Hons) Public Service Leadership		✓

<b>Pre-requisites</b>
N/A

**Office use only**

Initial approval: 26/07/2018

Version no: 1

With effect from: 01/01/2019

Date and details of revision:

Version no:

**Module Aims**

To enable students to understand and critically evaluate approaches to forecasting future trends and to be able to present original work that is capable of influencing decision makers at a regional and national level.

**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

At the end of this module, students will be able to:		Key Skills	
1	Critically evaluate approaches to strategic management and external environment appraisal	KS1	KS2
		KS3	KS8
2	Critically review forecasting techniques employed across public services	KS1	KS2
		KS3	KS8
3	Appraise the strategic challenges facing Public Services over the next ten years and recommend justifiable and achievable change in whole system service design and delivery.	KS1	KS2
		KS3	KS8

On successful completion of this modules students will have developed the following transferrable skills:

Analytic and expressive skills;  
 Development of IT skills;  
 Business report writing skills;  
 Presentation and influencing skills;  
 Developing cognitive abilities and skills;  
 Independent learning.

**Derogations**

None

**Assessment:**

1. Review the Future Trends report produced by Welsh Government and apply these principles to a project of your choice
2. Reflective journal on how this has informed your thinking and approach to planning for the long term across sector boundaries to improve citizen outcomes.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent)
1	1-2	Project	50%		2000
2	3	Reflective journal on film	50%	20 minutes	n/a

**Learning and Teaching Strategies:**

The module will use a variety of teaching and learning strategies, including lectures, independent research, engagement with national and regional practitioners and discussions and the use of Moodle. Primarily teaching will be undertaken by experienced lecturers and key partners with the University.

Face to face lectures

Online VLE based support and discussions

Activity based session to provide real world practical examples. Group discussions/ and/or workshops to critically evaluate the policy context in the UK.

Self-directed study and further research to acquire additional perspectives of implementation and challenges.

**Syllabus outline:**

Introduction to strategic management and policy formation in the context of System Leadership and how this can be used.

Explore, understand and critically review approaches and techniques to forecasting.

Strategic and political influencing techniques to advance the causes associated with Wellbeing

**Essential Reading**

Lynch, R. (2018), *Strategic Management*, (8<sup>th</sup> edn), London, Pearson

Puranam, P. (2016), *Corporate Strategy: Tools for Analysis and Decision-Making*, (1<sup>st</sup> edn), Cambridge, Cambridge Press.

Wilson, L. (2019), *Sustaining Workforce Engagement: How to Ensure your Employees are Happy, Healthy and Productive*, (1<sup>st</sup> edn), Oxon, Routledge

Welsh Government, (2017) *Future Trends* <https://gov.wales/statistics-and-research/future-trends/?lang=en> (electronically accessed 15 February 2019)

**Indicative Reading**

Hyndman, R. and Athanasopoulos, G. (2018), *Forecasting: Principles and Practice*, (2<sup>nd</sup> edn), London, OTexts