

MODULE SPECIFICATION PROFORMA

Module Title:	Strategic Thinking	Level:	6	Credit Value:	20
----------------------	--------------------	---------------	---	----------------------	----

Module code:	BUS623 (BA / BSc) BUSI623 (MBus/MAccFin)	Is this a new module?	No	Code of module being replaced:	N/A
---------------------	---	------------------------------	----	---------------------------------------	-----

Cost Centre(s):	GAMG	JACS3 code:	N211
------------------------	------	--------------------	------

With effect from:	November 16
--------------------------	-------------

School:	Business	Module Leader:	Dr Jan Green
----------------	----------	-----------------------	--------------

Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
MAccFin Accounting and Finance	✓	<input type="checkbox"/>
BA (Hons) Applied Business	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	✓	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	✓	<input type="checkbox"/>
BA (Hons) Global Business	✓	<input type="checkbox"/>
BSc (Hons) Sports Management	✓	<input type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	✓	<input type="checkbox"/>
BA (Hons) Accounting and Finance	✓	<input type="checkbox"/>
BA (Hons) Business Management and IT	✓	<input type="checkbox"/>
BA (Hons) Retail Management	✓	<input type="checkbox"/>
BA (Hons) Business Development Management	✓	<input type="checkbox"/>
BA (Hons) Performance and People Management	✓	<input type="checkbox"/>
BSc (Hons) Business Decision Making	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date revised: February 17 (to incorporate new programmes) Version: 6

Module Aims

1. To analyse the evolution of strategy as both an academic discipline and cornerstone of business thinking and senior management behaviour
2. To critique the processes by which organisations in the private, public and voluntary sectors identify and achieve their aims
3. To analyse the socio-economic consequences of implementing strategic development

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 discuss the historical development of business strategy over the course of the 20 th century and comparisons with current thinking on strategy	KS1	
2	Critically evaluate the relevance of strategy in the modern business environment and how organisations implement a strategic shift	KS5	
3	Explain and apply in context at least three models for strategic implementation	KS1	KS6
4	Critically analyse the wider context of strategy in terms of socio-economic and environmental concerns and ethics	KS7	

Derogations

Students enrolled on the BUSI623 module, i.e. those enrolled on MBus or MAccFin are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment:

Indicative Assessment One:

A critical assessment and evaluation of the theoretical underpinnings of strategic thought, past, present and possibly future.

Indicative Assessment Two:

Students will be given a hypothetical organisation synopsis. They will assume the role of *Director of Strategy* and submit a management report in the form of a strategic action plan. This plan will define realistic objectives for a specified period of time and a clear overview of the direction the business will take in order to meet those objectives. Rationale and justification for the strategy will also be assessed.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Students enrolled on the BUSI623 module, i.e. those enrolled on MBus or MAccFin are asked to note that Integrated Masters regulations only permit two attempts at this assessment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1	Essay	30		2000
2	2,3,4	Report	70		3000

Learning and Teaching Strategies:

Lectures, where appropriate, will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises. There will be the opportunity to engage in group exercises to evaluate and present case study material either in formal presentation or in class discussion. Contemporary issues aligned to the module content will be drawn upon to provide a practitioner insight to the modular content.

To this end the module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

Syllabus outline:

1. The overarching context for all strategic endeavour: 1. Where are we now (the strategic position); 2. Where do we want to be (options and choices); 3. How do we get there (implementation)
2. A brief history of Strategy
3. How to create a strategy
4. Stakeholders and strategic alliances
5. Strategic options
6. The economics of strategy
7. Scenario planning and portfolio analysis
8. Strategy models
9. Strategy evaluation, development and Implementation

Bibliography:

Essential reading

Sola, D. & Couturier, J. (2013) How To Think Strategically, Pearson Education, Harlow.

Other indicative reading

David, F.R. & David, F.R. (2017) Strategic Management: A Competitive Advantage Approach (16th Edn). Pearson Education, Harlow.

Evans, V., (2013) Key Strategy Tools: The 80+ Tools for Every Manager to Build a Winning Strategy, FT Publishing, Harlow.

Grant, R.M. & Jordon, J.J. (2015) Foundations of Strategy, (2nd Edn) John Wiley, Colchester.

Lynch, R.L (2015) Strategic Management Prentice Hall: Harlow.

Mintzberg, H., Lampel, J., Quinn, J. B., Ghoshal, S. (2013) The Strategy Process: Concepts, Contexts and Cases, Pearson Education, Harlow.

Paroutis, S., Heracleous, L. & Angwin, D. (2016) Practicing Strategy, Sage Publications, London

Tovstiga, G. (2015) Strategy in Practice: A Practitioner's Guide to Strategic Thinking, (3rd edn) John Wiley, Colchester.

Journals

Developing and Learning in Organizations

Harvard Business Review

Journal of Business Strategy

Journal of Management Education

Long Range Planning Journal

Strategic Directions

Strategy and Leadership