

Module Code:	BUS649
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Module Title:	Strategic Thinking
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Level:	6	Credit Value:	20
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N211
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School:	Social & Life Sciences	Module Leader:	Dr. Jan Green
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Scheduled learning and teaching hours	24
Guided independent study	176
Placement	0
Module duration (total hours)	200

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Accounting & Finance	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism & Event Management	✓	<input type="checkbox"/>
BA (Hons) Human Resource Management	✓	<input type="checkbox"/>
BA (Hons) Marketing	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
BA (Hons) Business part-Time (L6 Top Up)	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 29/06/2018

With effect from: 20/09/2020

Date and details of revision:

Version no:5

Version no:

Module Aims

To present an insight into the manner in which effective operations management is the business function that provides several competitive features within a contemporary business and, as a result, is a central business provision.

To demonstrate the scope and variety of business strategies that emerge from effective analysis, thought, focus and application to provide a unified purpose and direction for 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

		Key Skills	
1	Propose and implement operational management techniques to maintain and improve core business processes	KS1	KS5
		KS3	KS9
		KS4	KS10
2	Critically evaluate the contribution made to business effectiveness through quality management practices and supply chain procedures	KS1	KS9
		KS3	
		KS5	
3	Critically analyse strategic perspectives and competences and position an organization based on strategic analysis	KS1	KS9
		KS3	
		KS5	
4	Identify ways in which an organization acquires and retains a competitive advantage via accurate strategic selection	KS1	KS6
		KS3	KS9
		KS4	

Transferable skills and other attributes

Contribute proactively. Display data effectively. Achieve aims and objectives. Study, writing and IT. Communicate through a range of mediums.

Derogations

None

Assessment:

Indicative Assessment Tasks:

Assessment 1: the coursework will be based on a number of individual tasks drawn from the operations management section of the syllabus to enable students to resolve a series of problems

Assessment 2: will be sequential and result in the student undertaking and documenting a strategic thinking exercise which leads to the recommendation of a business strategy

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Coursework	50%	N/A	2000
2	3, 4	Project	50%	N/A	2000

Learning and Teaching Strategies:

Independent learning will be the foundation of the modular strategy to encourage students to respond to the learning material on a weekly basis, which has a degree of replication to the way in which a business operates. Theoretical content will be delivered in chunks via didactic lectures, whilst encouraging questions and comments. Digital recordings will provide further illustration and add a broader perspective to the learning. Practical exercises will follow to apply the learning in line with delivery and further encourage students to allocate time to writing sections of the assignment in a progressive and timely manner.

Syllabus outline:

Managing Operations
 Design and Delivery
 Capacity
 Scheduling and Inventory
 Quality
 Supply Chain

Perspectives on Strategy
 Strategic Competencies
 Strategic analysis and positioning
 Competitive advantage
 Strategic selection and implementation

Indicative Bibliography:**Essential reading**

Campbell, D., Edgar, D. and Stonehouse, G. (2017) '*Business Strategy*', 3rd Edn., Palgrave Macmillan, London

Hill, A. and Hill, T. (2018) '*Essential Operations Management*', 2nd. Edn., Palgrave Macmillan, London.

Other indicative reading**Textbooks:**

Johnson, G., Whittington, R., Regnér, P, Scholes, K., and Angwin, D. (2017) '*Exploring Corporate Strategy*' 11th Edn., Pearson Education, Harlow.

Lampel, J., Mintzberg, H., Quinn, J.B. and Ghoshal, S. (2014) '*The Strategy Process*', 5/e, Pearson Education, Harlow.

Slack, N., Brandon-Jones, A., and Johnston, R. (2016) '*Operations Management*', 8/E, Pearson Education, Harlow.

Journals:

International Journal of Operations and Production Management
Management Decision
Measuring Business Excellence
Strategy and Leadership

Websites:

www.managers.org.uk – Chartered Management Institution