

Module Code:	BUS677
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Module Title:	Applying Strategic Knowledge
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Level:	6	Credit Value:	40
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Cost Centre(s):	GAMG	<u>JACS3</u> code:	N211
		<u>HECoS</u> code:	100088

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

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

Pre-requisites
None

Office use only

Initial approval: 19/06/2019

Version no: 1

With effect from: 23/09/2019

Date and details of revision:

Version no:

Module Aims

This module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study by developing and implementing a project within a familiar organisation. This approach will extend and enhance the student's confidence and learning, and will develop key business competencies.

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	Investigate and critically analyse a strategic business issue or opportunity within a business, and provide suitable recommendations	KS6	KS3
		KS1	
		KS2	
2	Select from a range of strategy tools and models to support and critically evaluate the design and development of organisational strategy in practice.	KS1	KS6
		KS2	KS3
3	Critically evaluate the application of business and management theory to strategic business issues or challenges.	KS3	KS2
		KS6	KS1
4	Communicate and justify a strategic change within a business.	KS1	KS2
		KS3	KS6

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:

Three individual assessments linked to the future strategic direction of an organisation, and a proposed improvement identified by the student.

- A proposal including a brief overview of the business, an outline of potential issues/opportunities for investigation, rationale for choosing one of the issues/opportunities and a detailed analysis of how the issue/opportunity is to be investigated with likely timescales.
- A management report detailing the strategic project undertaken. The report should include details of the investigation, demonstrating clear links to business and management theory and/or professional practice, and a critical analysis and evaluation of the results, supported by relevant recommendations of how the issue/opportunity could be resolved/implemented.
- A presentation of the report to a Board level scenario. The presentation should include: an introduction to the organisation, an overview of the strategic opportunity/issue and how it was investigated. The main focus of the presentation will be on justifying the recommendations of the report and how they interrelate to the future direction of the organisation.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1	Research Proposal	20%	1,000
2	2, 3, 4,	Report	60%	2,500
3	5	Presentation	20%	15 minutes

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 learnings, undertake research for assessments, participate in discussion forums, and work with peers to complete group activities.

Syllabus outline:

1. Managerial roles in strategic planning.
2. An overview of strategy tools and models
3. What is lean?
4. The strategies for designing and implementing an improvement programme in any business
5. Examples of strategic business issues
6. Proposing suitable solutions.
7. The application of strategic thinking
8. Developing strategic practice
9. Strategic planning and implementation
10. Managing strategic change.
11. Evaluating strategic changes

Indicative Bibliography:**Essential reading**

Clegg, S. R., Schweitzer, J., Whittle, A. and Pitelis, C. (2017), *Strategy: Theory and Practice*. London: Sage.

Paroutis, S., Heracleous, L. and Angwin, D. (2016), *Practicing Strategy*. 2nd ed. London: Sage.

Other indicative reading

Books

Liker, J. K., and Covis, G. L. (2011), *The Toyota Way to Lean Leadership*. London: McGraw Hill.

Slack, N. and Brandon-Jones, A. (2019), *Operations Management*. 9th ed. Upper Saddle River, NJ: Pearson. (available as e-book)

Websites

www.managers.org.uk

Journals

Journals available at ResourceFinder