

Module specification

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Module Code	BUS6B6
Module Title	Applying Effective Strategies
Level	6
Credit value	40
Faculty	Faculty of Social and Life Sciences
HECoS Code	100078
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
FdA/ BA(Hons) Applied Business with Management	Core
FdA/ BA(Hons) Applied Business with Sustainable Food and Drink Management	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	44 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	44 hrs
Placement / work based learning	0 hrs
Guided independent study	356 hrs
Module duration (total hours)	400 hrs

For office use only	
Initial approval date	30/08/2024
With effect from date	30/08/2024
Date and details of revision	N/A
Version number	01

Module aims

This module aims to introduce students to the essential principles of strategic decision making and elements of effective operations management. It will explore how innovative strategies contribute to the achievement of a sustainable competitive advantage, also studying examples of effective operations management that will provide knowledge that can be applied to any size and type of business.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Analyse, propose and implement operations management techniques to maintain and improve core business processes.
2	Critically evaluate the contribution made to business effectiveness through quality management practices and supply chain procedures.
3	Evaluate ways in which an organisation acquires and retains a competitive advantage.
4	Critically analyse relevant information in order to inform strategic decision making.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment One: A portfolio of individual tasks related to resolving a series of problems in operations. (2500 words).

Assessment Two: A group presentation analysing relevant Information to inform strategic decision making and competitive advantage. (15 mins).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Portfolio	55 %
2	3, 4	Presentation	45 %



Derogations

None

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

Indicative Syllabus Outline

1. Managing operations
2. Design and delivery of operations.
3. Supply chain management
4. Quality management
5. Introduction to strategy
6. Strategic analysis: understanding markets, customers and competitors
7. Perspectives on strategy
8. Recognised strategic models and theories.
9. Strategy selection and implementation
10. Competitive analysis and positioning
11. Achieving competitive advantage
12. Maintaining competitive advantage

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Lynch, R. (2022) *Strategic Management* 9th Edn. London: Sage

Slack, N., Burgess, N. and Brandon-Jones, A. (2022) *Operations management*. 10th edn. Harlow: Pearson.

Other indicative reading

<https://www.managers.org.uk> – Chartered Management Institution

Journals available on Resourcefinder

Employability – the University Skills Framework

Each module and degree programme are designed to support learners as they develop their graduate skills aligned to the University Skills Framework.

Using the philosophies of the Active Learning Framework (ALF) our 10 skills are embedded within programmes complementing core academic subject knowledge and understanding. Through continuous self-assessment students own their individual skills journey and enhance their employability and career prospects.

This Module forms part of a degree programme that has been mapped against the University Skills Framework.

The Wrexham University Skills Framework Level Descriptors: An incremental and progressive approach.

Learners can use this document to identify where and how they are building skills and how they can develop examples of their success.

