

MODULE SPECIFICATION PROFORMA

Module Title:	Strategizing Practices	Level:	7	Credit Value:	15
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Module code:	BUS7AS	Is this a new module?	Yes	Code of module being replaced:	
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Cost Centre(s):	GAMP	JACS3 code:	N211
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With effect from:	September 18
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	24 hrs
Guided independent study	126 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered	Core	Option
Executive MBA	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only
 Initial approval: April 17
 APSC approval of modification: *Enter date of approval* Version: 1
 Have any derogations received SQC approval? Yes No N/A

Module Aims

To provide students with a critical insight into nature and scope of strategic management practices, with a business setting, that incorporates substantive differentiation and depicts future courses of organizational action.

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

1	Evaluate the notion of strategizing, with a clear focus on judgement within an organizational setting	KS5	
		KS6	
2	Design and present a strategic plan which incorporates process/procedures and task allocation framework	KS2	
		KS4	
		KS9	
3	Communicate and critically defend a strategic position	KS1	
		KS3	

Transferable skills and other attributes

Prioritising, decision-making, pro-active contributions

Derogations

None

Indicative Assessment:

A business-unit scenario will be provided from which students will be required to develop a strategic plan and present the work in a manner expected within a corporate board room. A group discussion will be held to enable students to allocate/select individual positions, marks will be allocated for individual judgements at this stage (10%). Students will be required to work in groups and the marking criteria will include a section for both group and individual contributions to the exercise, this will be evidence-based during the development of the plan based on the ability to utilise and defend strategic thinking practices, requiring independent study after completion of formal lectures; as would be expected in a corporate setting (70%) Independent learning will be completed via individual reflective statements demonstrating strategic agreement or an alternative proposal (20%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3	Oral Assessment and reflective statement	100%	2 hours	500

Learning and Teaching Strategies:

Lectures will be delivered to provide the relevant theoretical content prior to students being encouraged to draw on their own workplace experiences in order to develop a theory into practice environment. The sessions will be interactive as the teaching will focus on the development of strategic thinking in relation to the assessment task to incorporate the elements of the syllabus and lead to the development of a professional strategic plan which is underpinned by academic research and contextual analysis.

Syllabus outline:

The nature and scope of strategy
Strategic practices and positioning
Strategic thinking insights
Resources and capabilities
Strategic options
Strategic planning and implementation

Bibliography:

Essential reading

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

Other indicative reading

Dalton, C. (2016) Brilliant Strategy for Business, Pearson Education, Harlow

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

Paroutis, S., Heracleous, I. and Angwin, D. (2016) Practicing Strategy, Sage Publications, London

Journals:

Journal of Management Development

Management Decisions

Strategic Direction

Strategy and Leadership