

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS7F9
Module Title	Strategic Management in Health
Level	7
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	NA

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc International Health Services Management	Core
MSc International Health Services Management with Advanced Practice	Core

Breakdown of module hours

Learning and teaching hours	30hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	6 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	36 hrs
Placement hours	0 hrs
Guided independent study hours	264 hrs
Module duration (Total hours)	300 hrs

Module aims

The aim of this module is to develop strategic management skills required to deliver improved experiences and outcomes for population health and well-being at multiple stakeholder levels. During this module you will identify key challenges for managers within health service management, and identify what skills, competencies, qualities, and approaches managers need to develop, so that they can deliver improved outcomes and experiences for citizens, patients, and staff within healthcare and through collaborative working with partners. Through a problem-solving system thinking approach you will work collaborative to identify management

actions needed to address contemporary health issues and produce a business case for implementation of the preferred solution. This module demonstrates the degree of technical, applied, and skills-based components required for a Business MSc.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate the role of healthcare managers in strengthening health systems, processes, and services.
2	Identify key strategic challenges facing health service managers, through the use of appropriate environmental tools to prioritise management actions.
3	Synthesize coherent arguments to propose effective solutions to contemporary healthcare management dilemmas.
4	Develop a coherent value-based business case related to a contemporary health management issue
5	Demonstrate effective reflective practice within an academic setting.

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 1: Portfolio:

Part 1: In less than 10 slides set out the strategic management health challenge identified by the Action Learning Set including the roles identified for managers to address this challenge (equivalent of 300words)

Part 2: Dragons Den style 15-minute presentation of solution to the challenge identified and business case for investment in the solution to a simulated Board of Health Directors (equivalent of 2,500 words)

Assessment 2: Written Assignment: Self-reflective written submission on the learning from the action learning set and application of the tools used to health practice. (700words)

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1,2,3,4	Portfolio	2,800 words	80	N/A
2	5	Written Assignment	700 words	20	N/A

Derogations

N/A

Learning and Teaching Strategies

The teaching and learning for this module will focus on a scaffold approach, and will include action learning sets, industry integration, and applied workshops.

Students will learn through a variety of formats including lectures, seminars, tutorials, group work, focus groups, group, and individual work, facilitated learning (e.g. scale-up), as well as independent directed study. The university's Active Learning Framework (ALF) will be learner-centred and integral to this strategy, enhancing student engagement, participation, and interaction. The ALF framework will focus on the construction of knowledge through activities, to develop thinking, problem-solving, and collaboration.

This module will be delivered through block teaching, to deepen learning, focus, and knowledge retention. Integrated learning, including where possible simulation and the use of immersive learning spaces will underpin formative and summative assessment, and allow for integrative peer collaboration.

Modes of delivery will include on campus and blended, enabling greater flexibility for learning and engagement. As the summative assessment builds throughout the module, it will create opportunities to conceptualise learning, critical thinking, networking, and applied knowledge.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

The module will cover:

1. Strategic management priorities in Health
2. Population Health Needs Assessment and reducing health inequalities
3. Value-driven Healthcare

4. Contemporary tools and techniques that support healthcare managers to improve experience and outcomes of healthcare
5. System thinking and negotiated stakeholder engagement.
6. Macro level environmental analysis and policy drivers
7. Strategic Planning and Implementation
8. Problem solving through Action Learning
9. Business case development for sustainable health care improvements.

Indicative Bibliography

Essential Reads:

Moralee, S., Sidhu, M., Smith, J. and Walshe, K. (2025), *Healthcare Management*. 4th ed. Open University Press.

Indicative reading:

Storey, J., Bullivant, J. and Corbett-Nolan, A. (2011), *Governing the New NHS: Issues and Tensions in Health Service Management*. 1st ed. London; New York: Routledge.

Walston, S.L. (2022), *Organizational Behavior and Theory in Healthcare: Leadership Perspectives and Management Applications*. Chicago, Illinois: Health Administration Press.

Administrative Information

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