

When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking [here](#).

Module Code:	ONL702
---------------------	--------

Module Title:	Implementing Strategies
----------------------	-------------------------

Level:	7	Credit Value:	15
---------------	---	----------------------	----

Cost Centre(s):	GABP	JACS3 code:	N211
		HECoS code:	100810

Faculty	FSLS	Module Leader:	Dr. Alexis Mason
----------------	------	-----------------------	------------------

Scheduled learning and teaching hours	15 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 contact hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA	✓	<input type="checkbox"/>
MBA Human Resource Management	✓	<input type="checkbox"/>
MBA Marketing	✓	<input type="checkbox"/>
MBA Finance	✓	<input type="checkbox"/>
MBA Project Management	✓	<input type="checkbox"/>
MBA Health Management	✓	<input type="checkbox"/>
MBA Entrepreneurship	✓	<input type="checkbox"/>
MBA Cyber Security	✓	<input type="checkbox"/>
MBA Big Data	✓	<input type="checkbox"/>
MBA Psychology	✓	<input type="checkbox"/>
MPA	✓	<input type="checkbox"/>

MODULE SPECIFICATION

MPA Finance	✓	<input type="checkbox"/>
MPA Project Management	✓	<input type="checkbox"/>

Pre-requisites

None

Office use only

Initial approval: 25/01/2019

Version no: 1

With effect from: 06/03/2019

Date and details of revision:

Version no: 3

Jul 2019: addition of extra MBA titles

June 2020: addition of extra MBA and MPA titles and administrative updates

Module Aims

To encourage students to independently explore and research the diverse contribution that strategic practices make to business/organisational performance.

To develop analytical techniques and judgements based on theoretical models and contextual trends that impact on strategic implementation.

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

1	Prepare a framework of strategic statements which are synthesised from an environmental analysis of a contemporary business/organisation
2	Critically evaluate the contribution made to successful strategic practices through the development and maintenance of resources and capabilities
3	Select and propose a strategic choice to effectively support and contribute to future organisational performance

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	I, A
Creative	
Enterprising	
Ethical	I, A
KEY ATTITUDES	
Commitment	I, A
Curiosity	I, A
Resilient	I, A
Confidence	
Adaptability	I, A
PRACTICAL SKILLSETS	
Digital fluency	I, A
Organisation	
Leadership and team working	I, A
Critical thinking	I, A
Emotional intelligence	
Communication	I, A

Derogations

None

Assessment:

Indicative Assessment Tasks:

Assessment 1: Will be a poster presentation in two parts, covering a strategic framework of statements and an environmental analysis (900 words)

Assessment 2: Takes the form of a learning log which could incorporate four elements based on the strategic application of organisational resources and capabilities (1,050 words)

Assessment 3: Encourages the students to select from a range of strategic directions to demonstrate ways in which strategy as practice contribute to organisational performance (1,350 words)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Poster Presentation	20%
2	2	Learning logs/journals	35%
3	3	Reflective Practice	45%

Learning and Teaching Strategies:

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Syllabus outline:

What is strategy?
 The strategic framework
 Environmental and sector analysis
 Resources and capabilities
 Models of business/organisational strategy
 Strategy development and emergence
 Strategy as practice

Indicative Bibliography:**Essential reading**

Johnson, G., Whittington, R., Regner, P., Scholes, K. and Angwin, D. (2017), *Exploring Strategy: Text and Cases*. 11th ed. Harlow: Pearson Education.

Other indicative reading

Ansoff, H.I., Kipley, P., Lewis, A., Helm-Stevens, R. and Ansoff, R. (2019), *Implementing Strategic Management*. Basingstoke: Palgrave Macmillan.

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

Journals:

Academy of Strategic Management Journal

Journal of Business Strategy

Strategic Management Journal