# Prifysgol **Wrecsam**
# **Wrexham** University

## Module specification

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| | |
|---|---|
| Module Code | ONL702 |
| Module Title | Implementing Strategies |
| Level | 7 |
| Credit value | 15 |
| Faculty | Wrexham Business School |
| HECoS Code | 100810 |
| Cost Code | GABP |
| Pre-requisite module | N/A |

## Programmes in which module to be offered

| Programme title | Core/Optional/Standalone |
|---|---|
| MBA (Online) | Core |
| MBA Human Resource Management (Online) | Core |
| MBA Marketing (Online) | Core |
| MBA Finance (Online) | Core |
| MBA Project Management (Online) | Core |
| MBA Health Management (Online) | Core |
| MBA Entrepreneurship (Online) | Core |
| MBA Big Data (Online) | Core |
| MBA Cyber Security (Online) | Core |
| MBA Psychology (Online) | Core |

## Breakdown of module hours

| | |
|---|---|
| Learning and teaching hours | 15 hrs |
| Placement tutor support hours | 0 hrs |
| Supervised learning hours e.g. practical classes, workshops | 0 hrs |
| Project supervision hours | 0 hrs |
| **Active learning and teaching hours total** | **15** hrs |
| Placement hours | 0 hrs |
| Guided independent study hours | 135 hrs |
| **Module duration (Total hours)** | 150 hrs |

## Module aims

This module encourages you to independently explore and research the diverse contribution that strategic practices make to business performance.  Within this module you will develop analytical techniques and judgements based on theoretical models and contextual trends that impact on strategic implementation within organisations.

## Module Learning Outcomes

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

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|---|---|
| 1 | Critically develop a set of strategic statements derived from an environmental analysis of a current business landscape. |
| 2 | Critically assess the role of resource and capability development in fostering effective strategic practices. |
| 3 | Identify and recommend a strategic plan that will enhance and drive future organisational performance. |

## 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.

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment:

Assessment 1:

You are to write and present an academic poster covering a strategic framework and an environmental analysis of an organisation of your choice. Examples of academic posters can be found on Canvas.  Peer reviewed academic sources must be citied within the poster and an academic reference list is required.

 Assessment 2:

This assessment is in two parts.  You will present a short portfolio which will consist of two elements based on the strategic application of organisational resources and capabilities. Peer reviewed academic sources must be citied and an academic reference list is required.  Your reference list is not included in the word count.  An assessment template is available on your assessment brief.

**Part 1** – You will develop a case study based on an established company looking at resource development, capabilities maintenance and contribution to strategic success.

**Part 2** – You will present a strategic choice proposal for a start-up business (emerging business). As part of this assessment, you will complete a swot analysis for the business analysis, looking at the proposed strategy, including a justification, focusing on the resources, capabilities that will be used and then completing a strategic implementation plan.

| Assessment number | Learning Outcomes to be met | Type of assessment | Duration/Word Count | Weighting (%) | Alternative assessment, if applicable |
|---|---|---|---|---|---|
| 1 | 1 | Presentation | 800 | 40% | N/A |
| 2 | 2, 3 | Portfolio | 1,200 | 60% | N/A |

## Derogations

None

## 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. On-line 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 six-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.

## 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

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

## Indicative Bibliography

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

Essential Reads:

Amoo, N., Lodorfos, G. and Mahtab, N. (2023), 'Over half a century of strategic planning performance research – what have we been missing?', *International Journal of Organizational Analysis*, Vol. 31 No. 5, pp. 1623-1652.  DOI: 10.1108/IJOA-08-2021-2919

Khodamipour, A., Yazdifar, H., Askari Shahamabad, M. and Khajavi, P. (2024), 'Modeling barriers to social responsibility accounting (SRA) and ranking its implementation strategies to support sustainable performance – a study in an emerging market', *Journal of Modelling in Management*, Vol. 19 No. 3, pp. 809-841. DOI: 10.1108/JM2-12-2022-0287

Lussier, R.N., Sonfield, M.C., Corman, J. and McKinney, M. (2001), 'Strategies Used by Small Business Entrepreneurs', *American Journal of Business*, Vol. 16 No. 1, pp. 29-38. DOI: 10.1108/19355181200100003

Whittington, R., Angwin, D., Regner, P., Scholes, K. and Johnson, G. (2023*) Exploring Strategy: Text and Cases*, 13th ed. Harlow, England: Pearson Education.

## Administrative Information

| For office use only | |
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| Initial approval date | 25/01/2019 |
| With effect from date | 06/03/2019 |
| Date and details of revision | 07/2019 Additon of programme titles<br>06/2020 Additon of programme titles<br>01/2026 Modification to assessment strategy and updates to module aims, syllabus and bibliography |
| Version number | 4 |