

Prifysgol Wrexham Wrexham University

Module specification

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Module Code	ONLM707
Module Title	Strategic Decision Making for Managers
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MSc Management & Leadership (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

It is important for managers to know how organisations intend to engage with their environment and consequently develop capabilities and competencies to provide competitive advantages and fulfil their organisational objectives. This Module focuses on models conceived by observing businesses in developed countries and applies to all sizes of firm including corporations operating globally.

Module Learning Outcomes

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

1	Critically develop a comprehensive strategy that motivates diverse teams and incorporates strategic best practices and leadership theory.
2	Utilize effective communication skills to lead initiatives and share solutions to complex problems in a global business environment within the context of academic theory.
3	Critically discuss the implementation innovative solutions that leverage technology and core business competencies to increase firm value and enhance operational efficiencies in a global business environment, measuring success through key performance indicators.
4	Critically evaluate the impact of global economic and regulatory factors on business operations, developing ethical and sustainable strategies that leverage opportunities and mitigate risks.
5	Critically apply quantitative techniques to Analyse data, identifying key insights and trends to support strategic decision-making and drive operational efficiency, while ensuring data security and privacy.

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:

Learners are to develop and write a comprehensive strategy that motivates diverse teams and incorporates strategic best practices and leadership theory. They should demonstrate how the utilisation of effective communication skills lead initiatives and share solutions to complex problems in a global business environment, within the context of academic theory.

Assessment 2:

Learners are to present a written academic paper, critically evaluating the impact of global economic and regulatory factors on business operations, developing ethical and sustainable strategies that leverage opportunities and mitigate risks. The assignment should also evidence innovative solutions that leverage technology and core business competencies to increase firm value and enhance operational efficiencies through quantitative techniques in a global business environment, measuring success through key performance indicators.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Written Assignment	1000	40	N/A
2	3, 4, 5	Written Assignment	2000	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. 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.

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

Strategic planning process
Contemporary theory for strategic decision making
Management theory
Innovative solutions to increase value efficiencies
Researching, communicating and leading
Global economic and regulatory frameworks
Data driven decisions

Indicative Bibliography

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

Essential Reads:

International Journal of Business and Globalisation
International Journal of Business and Management
International Journal of Corporate Social Responsibility
International Trade Journal
Journal of Business and Management
Journal of Business Research Methods

Journal of Business Strategy
Journal of International Economics

Other indicative reading:

Collinson, S. Narula R, Rugman A (2016) *International Business*. 7th ed Pearson

Dicken, P. (2015) *Global Shift*. 7 th ed Guilford Press NY

Grant, R.M., (2021) *Contemporary Strategy Analysis*. John Wiley & Sons.

Johnson, G. Whittington, R. (2017). *Exploring Strategy*. 11th ed. Palgrave

Administrative Information

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