

<b>Module Code:</b>	BUS7B2
---------------------	--------

<b>Module Title:</b>	Implementing Strategies
----------------------	-------------------------

<b>Level:</b>	7	<b>Credit Value:</b>	15
---------------	---	----------------------	----

<b>Cost Centre(s):</b>	GABP	<u>JACS3</u> code:	N211
		<u>HECoS</u> code:	100810

<b>Faculty</b>	SSALS	<b>Module Leader:</b>	Dr Alexis Mason
----------------	-------	-----------------------	-----------------

Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>150 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
MBA	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
A first degree and appropriate work experience

**Office use only**

Initial approval: 30/01/2020

Version no: 1

With effect from: 01/09/2020

Date and details of revision:

Version no:

**Module Aims**

To encourage students to independently explore and research the diverse contribution that strategic practices make to business performance.  
 To develop analytical techniques and judgements based on theoretical models and contextual trends that impact on strategic implementation.

**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	Prepare a framework of strategic statements which are synthesised from an environmental analysis of a contemporary business	KS1	KS5
		KS3	KS6
		KS4	KS9
2	Critically evaluate the contribution made to successful strategic practices through the development and maintenance of resources and capabilities	KS1	KS5
		KS3	KS6
		KS4	KS9
3	Select and propose a strategic choice to effectively support and contribute to future organizational performance	KS1	KS5
		KS3	KS6
		KS4	KS9

**Transferable skills and other attributes**

Interpretation and presentation of data and findings. Prioritising, problem solving. Decision making

**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

Assessment 2 takes the form of a learning log which could incorporate four elements based on the strategic application of organizational resources and capabilities

Assessment 3 encourages the students to select from a range of strategic directions to demonstrate ways in which strategy as practice contribute to organizational performance

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1	Poster Presentation	20%	900
2	2	Learning logs/journals	35%	1050
3	3	Reflective Practice	45%	1350

**Learning and Teaching Strategies:**

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

**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

<b>Indicative Bibliography:</b>
<b>Essential reading</b>
Johnson, G., Whittington, R., Regner, P., Scholes, K., and Angwin, D. (2017) Exploring Strategy: Text and Cases, 11th Edn., Pearson Education, Harlow.
<b>Other indicative reading</b>
Ansoff, H.I, Kipley, P., Lewis, A., Helm-Stevens, R. and Ansoff, R. (2019) Implementing Strategic Management, Palgrave Macmillan, Basingstoke.  Paroutis, S., Heracleous, L. and Angwin, D. (2016) Practicing Strategy, Sage Publications, London.  Journals: Academy of Strategic Management Journal Journal of Business Strategy Strategic Management Journal