# Module specification

**When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking on the following link: Module directory**

*Refer to the module guidance notes for completion of each section of the specification.*

| Module code | BUS7B27 |
|---|---|
| Module title | Implementing Strategies |
| Level | 7 |
| Credit value | 15 |
| Faculty | SLS |
| Module Leader | Dr Alexis Mason |
| HECoS Code | 100810 |
| Cost Code | GABP |

## Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|---|---|
| MBA | Core |

## Pre-requisites

A first degree and appropriate work experience

## Breakdown of module hours

| | |
|---|---|
| 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 active learning and teaching hours** | **15** hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 135 hrs |
| **Module duration (total hours)** | 150 hrs |

| For office use only | |
|---|---|
| Initial approval date | 29/06/2021 |

Module spec template 2020-2021

| For office use only | |
|---|---|
| With effect from date | 01/07/2021 |
| Date and details of revision | |
| Version number | 1 |

## 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.

## 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 |
|---|---|
| 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 organizational 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.

Assessment 1 will be a poster presentation covering the strategic framework statements and an in-depth SWOT assessment and current strategy identification. Students will discuss these in relation to an organisation of their choice. (Word count 900 words)

Assessment 2 students will select a range of appropriate strategic directions through environmental, resource and capability analysis to be presented in a formal strategic plan document based on an organisation of their choice. (Word count 2400)

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
|---|---|---|---|
| 1 | 1 | Presentation | 40 |
| 2 | 2, 3 | Written Assignment | 60 |

**Derogations**

None

## 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.

## 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**

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

**Other indicative reading**

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

# Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. Click here to read more about the Glyndwr Graduate attributes

**Core Attributes**
Engaged
Enterprising
Creative
Ethical

**Key Attitudes**
Commitment
Curiosity
Resilience
Confidence
Adaptability

**Practical Skillsets**
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication