

Module specification

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Module code	BUS7B49
Module title	Implementing Strategies
Level	7
Credit value	20
Faculty	SLS
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
MBA Human Resource Management	Core
MBA Marketing	Core
MBA Finance	Core
MBA Project Management	Core
MBA Health Management	Core
MBA Entrepreneurship	Core
MBA Hospitality and Tourism Management	Core
MBA Big Data Analytics	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	20 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	20 hrs
Placement / work based learning	0 hrs
Guided independent study	180 hrs
Module duration (total hours)	200 hrs

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Initial approval date	23/03/2022
With effect from date	01/09/2022
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 organisational performance
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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 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. (20 minutes 10-minute question)

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 3000)

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. 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 Publications.

Journals:

Academy of Strategic Management Journal
Journal of Business Strategy
Strategic Management Journal

Employability skills – the Glyndŵr Graduate

Each module and programme are 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.

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