

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:

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.

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 cited 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 cited 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, 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

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	
Initial approval date	25/01/2019
With effect from date	06/03/2019
Date and details of revision	07/2019 Additon of programme titles 06/2020 Additon of programme titles 01/2026 Modification to assessment strategy and updates to module aims, syllabus and bibliography 02/26 Administrative correction to Learning strategy and removal of formative assessment.
Version number	5