

Module Outline

Part 1- as validated

1.	Title	Business Strategy and Practice
2.	Level	6
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module (purpose, principal aims and objectives)

The aim of this module is to engage students in an ongoing business case scenario that develops and extends previous learning.

Students will be provided with scenarios that evolve, week-by-week, to provide challenges in their business environments, internal and external. They will be required to work as a team to investigate the business case and develop strategic choices and operational actions that will deliver the results their stakeholders want. In this sense they will be working as real managers, at both the strategic and operational levels, to find effective solutions to problems and collaborate to find agreement on how best to use the resources they have. The module will take note of contemporary actions in the UK environment (for example budget and political changes) and geo-political events.

With a trend of more and more businesses offering Location Independent Working, the technology and logistics of this will be taught and created to enable collaborative working for the teams. This aims to facilitate higher participation rates and prepare students for a modern business environment.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Critically evaluate the current business environment within legal, ethical, responsibility, safety and cultural frameworks, and identify strategic options
2.	Investigate and evaluate the organizational impact of strategic choices, then plan for implementation and monitoring
3.	Collaborate and negotiate in a time-constrained environment to develop an agreed business strategy
4.	Critically evaluate the agreed strategy, including benefits, constraints and risks
	<i>Generic learning outcomes:</i>
5.	Critically assess ethical dimensions of a situation

6.	Professionally communicate findings and analysis in ways that are accessible and appropriate to different audiences.
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7. Assessment

Pass on aggregate or Pass all components

(modules can only be pass all components if this is a PSRB requirement)

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Group presentation	40%	No	20 min plus 10 min Q&A	1,2,3,6	25% joint mark 15% individual
2.	Report	60%	No	2500	1,4,5,6	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

Throughout the module, students will be required to participate in 3 formative group presentations to prepare them for the assessed presentation. As part of these presentations students are expected to offer critical appraisals of each other's work, and to incorporate such feedback in their reflective reports. The final presentation will be given to a panel.

The report will critically evaluate the student role in the strategic decision marking scenario reflecting what students will take into their future career.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA(Hons) Business and Management