

Module Outline	Part 1- as validated
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1.	Title	Implementing Business Strategy
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)
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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 in a simulated role as a member of a board of a topical company 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 directors, 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 simulate this environment. This module aims to prepare students for the modern business environment.

6. Learning Outcomes - On successful completion of this module a student will be able to:
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	<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.	Produce a dynamic business strategy in a time-constrained environment
4.	Evaluate the evolution of your strategies, engaging in critical self-reflection, and outline actionable measures to further develop your potential career.
	<i>Generic learning outcomes:</i>
5.	Use a comprehensive range of information or tools to critically analyse a context

6.	Apply evaluative communication formats to effectively present compelling and well-structured arguments tailored to specific contexts and 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.	Individual presentation	40%	No	15 min plus 5 min Q&A	1,2,3	
2.	Report	60%	No	2000	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 individual presentations to prepare them for the assessed presentation. As part of these presentations students are expected to offer critical appraisals of their work, and to incorporate such feedback in their reflective reports. The final presentation will be given to a panel where the student will assume a member of a board in a topical company chosen by the module leader.

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