

Module Outline

Part 1- as validated

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| 1. Title | Innovation and Strategic Change |
| 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

The aim of this module is to equip students with the skills and knowledge to manage business innovation and change in an organization.

Students will examine the causes of organizational change and stimuli for innovation; study processes of change; trace cultural and systemic aspects of change and explore ways in which change can be managed. There will be a critical analysis of how organizational change is planned and implemented and how resistance to change can be managed. Innovation, including using advances in technology, is a particular focus and students will investigate best practice in how this can be managed.

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. | Analyse the internal and external factors that serve as catalysts for change within a chosen organization |
| 2. | Assess the impact of change and innovation on organizations |
| 3. | Analyse sources of individual and organizational resistance to change |
| 4. | Evaluate strategies and techniques for the effective management of innovation and organizational change |
| | <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 |

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 | 20% | No | 10 mins | 1,5 | |
| 2. | Report | 80% | No | 2500 | 2,3,4,6 | |

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The first part of the assessment is an individual presentation that analyses the internal and external factors that serve as catalysts for change within a chosen organization. The second part of the assessment is a report that the report will focus on the impact of change and innovation within the organization, exploring their importance and evaluating potential benefits and risks. It will also examine different approaches to change management, assessing their effectiveness and identifying strengths and weaknesses. The analysis will extend to the initiation, planning, and management of change, ensuring alignment with strategic goals. Additionally, the report will delve into sources of resistance to change, examining psychological and social factors and proposing ways to overcome them. Finally, it will explore strategies and techniques for effective change management, emphasising best practices to enhance the success of organizational change initiatives.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA(Hons) Business and Management