



Module Approval Template (MAT)

Part A: Module Definition

Module Title	Strategy
Short Module Title	Strategy

Part B: Module Information

Module Leader	Brian JONES – LBU
Module Developers	János IVANYOS – BBS Jacques PONS – ADINVEST Brian JONES – LBU Marek SZARUCKI – CUE
Brief Module Description	This module helps to develop a family small business strategic perspective and provide the basis for advancement and application of strategic level skills, competencies, and decision-making capability. It will focus on family small business practitioners and how they do strategy, the practices they adopt and the activities they take part in to create effective strategies.

Part C: Module Learning, Teaching and Assessment Information

Module Aims	The aim of the module is to provide students with an understanding of the nature of Strategic Management from a theoretical and practical perspective.
Learning Outcomes	On successful completion of this module, students should be able to:
Learning outcome 1	Critically evaluate and apply concepts, tools and techniques of strategic management to a family small business environment.
Learning outcome 2	Critically analyse and evaluate the relationship between strategic objectives/intent and operational/resource planning in terms of successful strategic implementation within a family small business context.
Learning outcome 3	Evaluate the impact of family small business culture, politics,

This project has been funded with support from the European Commission.

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.





	<p>stake-holder influence, social responsibility and ethical issues on strategy formulation, futures thinking and the strategic decision making process.</p>
<p>Module Content</p>	<ul style="list-style-type: none"> • The context and emergence of strategic thinking • Strategy, strategizing and strategy in action • Strategy teams, tools and practices • Strategy and Competitive Performance – small businesses and external analysis • Resources and Knowledge – the role of • Strategy as Process and Practice • Strategic Decision Making • Small Business (macro and micro) Environment and Strategy • International and Collaborative Strategies for small businesses in the context of globalisation • Futures (foresight) thinking and strategy
<p>Learning Activities</p>	<p>Knowledge and understanding On completion of this module, you will have knowledge and understanding of:</p> <ul style="list-style-type: none"> • How to undertake a strategic analysis for a family small business. • Traditional and contemporary perspectives on strategy and strategic thinking as applied to family small businesses. • The problems of implementing and executing strategic decisions successfully. <p>Cognitive skills On completion of the module, you will be able to:</p> <ul style="list-style-type: none"> • read material questioningly, identifying and recording key ideas and concepts around strategic management and family small business • synthesise material from a variety of sources, analysing and evaluating different perspectives, identifying biases and hidden assumptions • classify, recognise and organise material in distinct and relevant categories • construct, defend and evaluate an argument, using relevant evidence, giving reasons for conclusions. <p>Practical and/or professional skills On completion of the module, you will be able to:</p> <ul style="list-style-type: none"> • transfer and use relevant key skills to a family small business context • use the more specific knowledge, analytic skills and



	<p>methods, rooted in the different disciplines as a strong basis for family small business succession planning and futures thinking.</p> <p>Key skills On completion of the module , you will be able to demonstrate the following skills:</p> <p>Communication</p> <ul style="list-style-type: none"> • select appropriate methods of communication for audience and purpose • plan and present materials clearly and sequentially in order to advance an argument • conduct research and present findings on strategic issues <p>Information technology</p> <ul style="list-style-type: none"> • make effective use of information and communication technologies • use the internet to search for information in a planned, systematic and critical way <p>Learning how to learn</p> <ul style="list-style-type: none"> • take responsibility for achieving a specified level of understanding and use various methods to confirm understanding • use library and information services, both physical and electronic, effectively • effective self-management in terms of time, planning and behaviour and demonstration of motivation, self-starting, individual initiative and enterprise <p>Students are asked to submit seminar work for formative feedback in seminars.</p>
--	--

Scheduled Learning and Teaching Activities	
Activity	Number of Hours
Lectures	6
Seminars	6
Tutorials	2
Project Supervision	12
Demonstration	
Practical Sessions	4
Supervised Studio/ Lab	
Fieldwork	
External Visits	
Work Based Learning	6



Minimum Total Contact Hours	36
Guided Independent Study	164
Total Notional Hours	200

Assessment	Type	Weighting	Learning outcome(s) Assessed
Assessment 1	Coursework Individual piece of written work that is informed by theory and draws on work based learning and the small business context	30%	1 2 3
	Exam length: N/A	Word count: 2000	
	Due week commencing:	Please refer to the module handbook	
Assessment 2	Type	Weighting	Learning outcome(s) Assessed
	Coursework Individual piece of written work that is informed by theory and sets out a strategic plan for a small business and accounts for futures thinking/future scenarios	70%	1 2 3
	Exam length: N/A <i>If applicable</i>	Word count: 3000 <i>If applicable</i>	
	Due week commencing:	Please refer to the module handbook	

Part D: Resources to Support Learning

Books	
Author/ Editor	Sotirios Paroutis et al
Title	Practising Strategy
Edition	1 st
Publication Year	2013
Publisher	Sage
ISBN	978-1-84920-750-8
OR: paste Harvard reference here:	
Essential Reading: Yes	

This project has been funded with support from the European Commission.
The support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Recommended for Purchase	Y
--------------------------	---

Books	
Author/ Editor	Henry Mintzberg et al
Title	The Strategy Process
Edition	5 th
Publication Year	2013
Publisher	Pearson
ISBN	978-0-273-71628
OR: paste Harvard reference here:	
Recommended Reading	
Recommended for Purchase	N

Journals	
Title	Journal of Management Studies
Publisher	Wiley
ISSN/ E-ISSN	Online ISSN: 1467-6486
URL	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-6486
OR: paste Harvard reference here:	

Journals	
Title	British Journal of Management
Publisher	Wiley
ISSN/ E-ISSN	Online ISSN: 1467-8551
URL	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8551
OR: paste Harvard reference here:	

AV (CDs/ DVDs/ Games)	
Title	
Creator	
Version	
Platform	
Language	
Region (DVD)	

Sample Article	
Article Title	
Article Author(s)	
Publication source (book, journal etc.)	

This project has been funded with support from the European Commission.
The support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.






Source ISBN/ISSN	
Publication year	
Volume	
Issue	
Page Numbers	
URL	
OR: paste Harvard reference here:	

Databases	
Description	
URL	

Additional Resources	None
Specialist Equipment	None

Version Control		
No.	Details of modification	Date
1.1		
1.2		
1.3		

  
<p>This project has been funded with support from the European Commission.</p> <p>The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.</p>