



Module Specification

Strategic and Change Management in Aviation [TSI]

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Strategic and Change Management in Aviation [TSI]

Module code: UFMFRY-12-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 12

ECTS credit rating: 6

Faculty: Faculty of Environment & Technology

Department: FET Dept of Engineering Design & Mathematics

Partner institutions: Transport and Telecommunication Institute

Field: Engineering, Design and Mathematics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module explains the theory of Strategic and Change Management. Students will be introduced to the concept of operational planning, main stages of planning, and planning documents.

Features: Not applicable

Educational aims: This course aims at gaining theoretical and practical knowledge, that would allow to define the strategy of an organization, to implement it and to

evaluate its effectiveness; to timely identify the need for changes, to be able to plan, implement and manage them, thus ensuring the successful strategic development of an organization within the Aviation industry.

Outline syllabus: Defining the strategy of an organization

The analysis of the internal and external factors of an organization

Planning process within organization; Strategic planning

Operational planning; Main stages of planning; Planning documents;

The strategic management and planning of organizations within Aviation industry

The importance of changes in modern business environment.

The theoretical and practical aspects of change management.

Identifying the necessity for changes. Seminar work - personal notes and presentation

Change management plan; Plan development

Instruments of change management; Tasks on instruments of change management

Implementation of the change within organization;

Choosing the communication strategy; Development of the communication strategy

The main reasons of changes within Aviation industry and their impact on organizations (airports, airlines, etc.) within time.

The practical examples of the strategic and change management

Part 3: Teaching and learning methods

Teaching and learning methods: Students will be explained the theory of Strategic and Change Management. They will experience real-world challenges through case study analysis and group projects.

Students will be introduced to the concept of operational planning, main stages of planning, and planning documents.

Through the evidence from case analysis, students will take the role of either middle, a senior manager and make recommendations that will convince a critical mass of key employees on the best approach to align organisation strategy to support sustainability initiatives.

Students will also be assigned with individual tasks to experience individual responsibility in the frame of a team project.

Case method teaching immerses students into realistic global challenges and help them to analyse current global issues and at the same time work in a team and apply critical thinking skill in creating strategic solutions in aviation that supports the creation of a better world.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Conduct, synthesise and critically evaluate professionally relevant information, arguments and assumptions of a selected global challenge

MO2 Apply theoretical knowledge, critical thinking and problem solving skills and analyze complex information in a specific global context

MO3 Demonstrate systematic knowledge and critical understanding of your chosen topic in a form of practical yet sustainable recommendations

MO4 Demonstrate independent leadership qualities via planning, monitoring and evaluating significant constraints, barriers and opportunities

MO5

Write and present a consultancy report to a professional standard.

Hours to be allocated: 120

Contact hours:

Independent study/self-guided study = 112 hours

Face-to-face learning = 48 hours

Total = 160

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/C4726DDA-56A5-446B-D5A8-2F94A6927985.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment for this module is as follows:

A written closed-book exam. Students are expected to demonstrate their knowledge of most important terms as well as understanding of general concepts strategic and change management in aviation.

A group project; a project should be prepared and assessed by the teaching assistant within specified deadlines.

An individual project. Project will be based on the students' own research, where they will have to apply knowledge acquired in this course and includes:

Selection a case in the domain of aviation transportation, which reveals a problem and leaves room for interventions (submit proposal with case, activities and whatever supports the relevance to the course topic and interest).

Research for understanding the case and possible interventions

Reading similar case and identifying the interventions and their impact on the specific case

Creating a written report (2500 words)

Resit is the same as the first sit

Resit deliverable(s) will be scaled appropriately to group size and task complexity

Assessment tasks:

Examination (First Sit)

Description: Written exam

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Report (First Sit)

Description: An individual project. (max 2500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment (First Sit)

Description: A group project; a project should be prepared and assessed by the teaching assistant within specified deadlines.

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested:

Examination (Resit)

Description: Written exam

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Report (Resit)

Description: An individual project. (max 2500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment (Resit)

Description: A group project; a project should be prepared and assessed by the teaching assistant within specified deadlines.

Resit deliverable(s) will be scaled appropriately to group size and task complexity

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Aviation Management and Sustainability {Double Degree} [TSI] MSc 2023-24