



Module Specification

Business Strategy and Technology

Version: 2027-28, v3.0, Approved

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Part 1: Information

Module title: Business Strategy and Technology

Module code: UMADQF-15-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Accounting and Finance

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 introduces key approaches to strategic thinking and decision-making for financial managers operating in a rapidly evolving technological environment. Students will examine how organisational objectives are formulated, implemented, and adapted, and evaluate the practical impact of strategic choices. The module also explores the critical role of information and data in shaping strategic decisions within a digital, data-driven marketplace.

Features: Not applicable

Educational aims: This module will address the essential approaches to strategic thinking and decision making in the context of the financial manager working in a rapidly changing technological environment. Students will develop understanding of how organisational objectives are devised, implemented and modified, and the impact of strategic choices in practice. The importance of information and data in strategic decision making will be explored in the context of a digital data driven marketplace.

Outline syllabus: The module content will include:

- Strategic management theories and structures
- Organisational mission, vision and objectives
- Strategic business plans
- Internal and external strategic risk factors, including technological change (e.g. digital assets, cryptocurrencies, big data, IoT , AI)
- Governance and ethics in strategic choices
- Use and application of data, including big data, in developing, implementing, monitoring and modifying strategy and strategic decisions
- Identifying and maintaining strategic competitive advantage

Part 3: Teaching and learning methods

Teaching and learning methods: Students will develop their capacity to think strategically, to apply strategic models and to identify extract and apply data to support decisions in relatively complex situations.

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

MO1 Undertake a critical analysis of an organisation applying data to evaluate its strategic business choices in the light of technology developments, market position and direction.

MO2 Recommend methods for implementing strategy by applying data and information to measure and monitor strategic performance.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Assessment will focus on case based approaches, allowing students to apply learning to relevant cases study scenarios across a range of industries.

Examination 100%

A 2.5 hour examination will test understanding of strategic frameworks and students capacity to apply their learning to unfamiliar situations, evaluate strategic objectives in the light of real market change and make reasoned judgements and recommendations.

Assessment tasks:**Examination (First Sit)**

Description: Examination 2.5 hours on campus

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Examination (Resit)

Description: Examination 2.5 hours on campus

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Accounting and Finance {Foundation} [Frenchay] BA (Hons) 2023-24

Accounting {Foundation} [Frenchay] BSc (Hons) 2023-24

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2023-24

Accounting and Business Management {Foundation} [Frenchay] - WITHDRAWN BA (Hons) 2024-25

Accounting and Business Management [Frenchay] BA (Hons) 2024-25

Accounting and Finance [Frenchay] BA (Hons) 2024-25

Accounting and Finance {Foundation} [Frenchay] - WITHDRAWN BA (Hons) 2024-25

Accounting [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Accounting {Foundation} [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Accounting and Finance [Villa] BSc (Hons) 2024-25

Accounting and Finance [BIBM] BSc (Hons) 2024-25

Accounting and Finance [BIBM] - WITHDRAWN BSc (Hons) 2025-26

Accounting and Finance {Dual} [Taylors] WITHDRAWN BA (Hons) 2025-26

Accounting and Business Management [Frenchay] - WITHDRAWN BA (Hons) 2025-26

Accounting and Finance [Phenikaa] - WITHDRAWN BA (Hons) 2025-26

Accounting and Finance [Frenchay] - WITHDRAWN BA (Hons) 2025-26

Accounting and Finance [Villa] - WITHDRAWN BSc (Hons) 2025-26

Accounting and Finance [Frenchay] BA (Hons) 2024-25

Accounting and Finance {Foundation} [Frenchay] BA (Hons) 2023-24

Accounting and Business Management [Frenchay] BA (Hons) 2024-25

Accounting and Business Management {Foundation} [Frenchay] BA (Hons) 2023-24

Accounting and Finance {Top-Up} [Frenchay] BA (Hons) 2027-28

Accounting and Finance {Top-Up} [Thuongmai] BA (Hons) 2027-28