



Module Specification

Work Integrated Business Strategy (AABM)

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Part 1: Information

Module title: Work Integrated Business Strategy (AABM)

Module code: UMATAV-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

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 addresses the essential approaches to strategic thinking and decision making in a finance department of an organisation (including a non profit making organisation) 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.

The e-portfolio, started at Level 4, will be built on in this module, enabling students to reflect on, capture the application of their professional skills from their experience of work gained during the academic programme.

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 an 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.

The module integrates business strategy and employment opportunities allowing students to gain a critical understanding of the world of work and their current and future role within it. Students will be given the opportunity to access employer engagement such as 'live' assessment briefs that will allow them to work on real and current organisational issues with local employers.

The module aims to provide students with the opportunity:

To combine practical work experience with academic reflection and critical analysis;
and

To evidence continuing personal and professional development and recognise how this relates to longer term employability.

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 contemporary technological change

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

Critical reflection and reflective practice

Personal development and employability

Working with theory in practice

Organisational problem solving

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.

The module is informed by the 3Ps approach (Prepare, Participate, Practise).

Preparation steps

Understanding the topics from interactive lectorials, supplementary material in reading lists, videos and tutor prepared summaries.

Re-visiting the Career Development Framework introduced at Level 4 and reflecting how their learning has evolved over time and how they are going to articulate their knowledge and skill in recruitment processes.

Participation steps

Students apply their learning to business scenarios in tutorials, working in groups to test out the practical frameworks, using templates to walk through complex scenarios.

Guided by the Career Development Framework students participate in personal career planning activities, working with project mentors to progress their live project.

Practise steps

Further materials such as case studies are provided each week, and closer to the

assessment mock exam questions are provided with debriefs in revision sessions.

Whilst the emphasis is on active, self managed learning, with students taking responsibility for initiating, planning and executing their work, a structured framework of support will be provided through a range of online lecture materials and regular facilitated workshops, many of which will be specifically contextualised to the specialist field of study related to the programme.

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.

MO3 Express informed personal perspectives on professional values, ethics, practices, and behaviours.

MO4 Demonstrate self-awareness through reflection on learning and make a critically informed judgement of own future development needs, including within areas of specialism.

MO5 Engage in collaborative discussions by providing constructive feedback on the ideas of others and articulate their own complex ideas.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umatav-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umatav-30-3.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 50% (PSRB (Professional, Statutory and Regulatory Bodies) requirement):

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 Task: E-Portfolio 50%

The e-portfolio will evidence, evaluate and reflect upon students' personal development from the experience of work and explore how an aspect of the knowledge gained on each student's academic programme may be applied in, and in turn be influenced by, the world of work.

Assessment tasks:

Examination (First Sit)

Description: On campus examination 2.5 hours

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (First Sit)

Description: Digital portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Examination (Resit)

Description: On campus examination 2.5 hours

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: Digital portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

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