



Module Specification

Strategy, Innovation, and Operations

Version: 2026-27, v1.0, 29 Jul 2024

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Part 1: Information

Module title: Strategy, Innovation, and Operations

Module code: UMST8P-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

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: The module is about the central activity of any organisation, i.e. producing an output to customers whether a type of product or a range of services. The module considers the mechanisms used by organisations to perform in their marketplace; strategies of purchasing and supply, processes that can be applied to deliver consistent standards of products and services, tools and techniques which can aid this decision making and process control.

It explores the latest thinking with regard to the role that effective, efficient and economic operations can play in an organisation's success.

Features: Not applicable

Educational aims:

Articulate and apply the theories, principles, concepts and analytical techniques of strategic management processes to complex organisation situations recognizing organizations as holistic and interconnected.

Identify and critically review, and evaluate the impact of key strategic issues affecting the performance of businesses operating in diverse environments.

Identify performance issues, and develop, propose and report concisely a well-integrated set of recommendations for improving business performance over time.

Understand selected topics of contemporary strategic significance to the performance of organizations (e.g. globalisation, innovation and the digital economy).

Recognize and analyse ethical and social responsibility issues and choose appropriate actions for practical business situations.

Outline syllabus: Indicative content:

Strategy levels, principles, and theories (for example: Resource Based View, Porter Generic strategies; Environmental Analysis; Strategy Process).

Innovation in strategy and operations management contexts (for example: Disruptive Innovation; Blue Ocean; Business Model Innovation; Continuous Improvement)

Operations and supply chain management concepts (for example: Capacity and Demand, Manufacturing and Service Design, Digitalization, Performance and Improvement, Failure and Recovery, Sustainability)

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

This will enable an understanding of the underpinning core knowledge and its related

ways of knowing, thinking and practising in the field of strategy, innovation and operations management.

Students will be expected to undertake guided tasks each week, which may include case study analysis, relevant readings, media or field research, to maximise the benefits and impact of the in-class sessions. In doing so, in this module students will be encouraged to critically engage with, build and use evidence, and to take an enquiry-based approach to learning. This weekly approach to theory application and this in-built progression of knowledge as well as the different media used (video, cases, MCQs, etc) supports students in whatever their starting points or destinations to achieve their full potential.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where students can also participate and practice module specific techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

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

MO1 Demonstrate critical knowledge of established strategy, innovation, and operations principles and practices

MO2 Apply key concepts and principles to problem solve and propose recommendations across contexts

MO3 Critically evaluate key concepts based on contextual information and sustainability

MO4 Synthesise key information, ideas and concepts to demonstrate a critical understanding of the relationships between these

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umst8p-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umst8p-30-2.html>

Part 4: Assessment

Assessment strategy: Case study (100%) analysis: using a video recorded presentation with written notes based on a case study

In order to be able to assess the achievement of the intended learning outcomes, students will be asked to complete a video recorded presentation with written notes based on a case study.

The individual presentation will be of 15 minutes and each slide needs to include notes to explain the content of the slide and respective theory/references.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

The case study analysis will be focused around applying essential strategy, innovation and operations concepts in a practical setting.

Each run would consider a different set of questions for the case study and some of the content of the case will also be adjusted to address plagiarism between runs. Within each run, plagiarism will be addressed through similarity tools and encouraging individual solutions to case problems. Guidance and formative feedback opportunities for the assignment will be offered in the tutorial sessions.

Marking criteria will be specified in the assignment brief and will be reviewed

annually in a way that is meaningful to student outcomes to ensure they continue to reflect the learning outcomes and overall assessment strategy.

Assessment tasks:**Case Study (First Sit)**

Description: Presentation including notes - 15 minutes.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Case Study (Resit)

Description: Presentation including notes - 15 minutes.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

International Business {Foundation} [Frenchay] BA (Hons) 2024-25

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

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

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

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

International Business [Frenchay] BA (Hons) 2025-26