



Module Specification

Business Strategy and Technology

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Part 1: Information

Module title: Business Strategy and Technology

Module code: UMADQF-15-3

Level: Level 6

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Accounting Economics & Finance

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Accounting and Finance

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

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:

MO1 Evaluate an organisation's business strategy in the light of technology developments, market position and direction

MO2 Apply data to evaluate strategic choices and recommend strategic actions to meet organisational objectives

MO3 Recommend methods for implementing strategy, and apply data and information to measure and monitor strategic performance

MO4 apply ethical and governance considerations to strategic objectives and decision making

MO5 work effectively in a team and make presentations

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/lists/C3C04696-39AD-2FF6-5522-F8DBDB73BFF9.html) via the following link <https://uwe.rl.talis.com/lists/C3C04696-39AD-2FF6-5522-F8DBDB73BFF9.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.

Component A Examination 60%

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.

Component B Group Case study 40%

Students will work in groups to analyse organisational strategy, critically evaluate risk and consequences, and make strategic recommendations to maintain future competitive advantage. They will use quantitative and qualitative data to support their decisions.

Groups will deliver a 10 minute presentation to a simulated company Board and provide a 1500 word strategic report.

Assessment components:

Presentation - Component B (First Sit)

Description: Group presentation 10 minutes

Weighting: 16 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Report - Component B (First Sit)

Description: Group report 1500 words

Weighting: 24 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Examination - Component A (First Sit)

Description: Examination 2.5 hours

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Examination - Component A (Resit)

Description: Examination 2.5 hours

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation - Component B (Resit)

Description: Individual presentation 7 minutes

Weighting: 16 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Report - Component B (Resit)

Description: Report 1500 words

Weighting: 24 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Accounting and Finance [Sep][FT][Frenchay][2yrs] BA (Hons) 2020-21

Accounting and Finance [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Accounting and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2019-20

Accounting [Sep][FT][Frenchay][3yrs] BSc (Hons) 2019-20

Accounting and Finance [May][FT][Villa][3yrs] BSc (Hons) 2019-20

Accounting and Finance [Jan][FT][Villa][3yrs] BSc (Hons) 2019-20