1. **KentVision code and title of the module**

BUSN7260: Leadership and Corporate Strategy

1. **Division which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn

1. **Prerequisite and co-requisite modules**

None

1. **The courses of study to which the module contributes**

BSc (Hons) Business & Management and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 employ theories, concepts and frameworks to identify and reflect upon strategic management issues and problems;

8.2 understand the role of leadership for successful strategic management in organisations;

8.3 identify and evaluate various strategic options;

8.4 use an extended range of tools and frameworks to conduct a full strategic analysis of an organisation/business.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 find, select, organise and synthesise complex information at the forefront of the discipline;

9.2 organise and present an analysis as a considered viewpoint;

9.3 think critically, including the capability to evaluate statements in terms of evidence;

9.4 conduct research into issues involving strategic management in organisations.

1. **A synopsis of the curriculum**

Leadership and Corporate Strategy aims to provide an understanding of strategic analysis, strategic decision-making and strategic processes within organisations. The module content comprises two complementary components. The first involves the understanding and learning of the main strategic management concepts and theories. The second implies its application in organisations.

These two core components of the course are then divided into four main sections:

1) Strategy development: comprising topics on how strategies are developed;

2) Strategic decision-making: introducing students to concepts and theories on strategic methods; evaluation (including risk assessment and management), and implementation and change;

3) Strategic context: introducing issues of leadership and their impact on strategy;

4) Strategic content: comprising topics on management issues such as resource management.

Indicative topics on this module are:

* Strategic leadership
* Identification of strategic issues and options
* Evaluation of strategic options
* Implementation of strategic options

For each of these topics the students will be introduced to the main concepts and theories. Further to that, contemporary issues of businesses and case studies will be used to show how these concepts affect the strategic management of organisations.

1. **Reading list**

The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html)**.**

1. **Contact hours**

Private study hours: 128

Total contact hours: 22

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Individual Report (1,500 words) - 40%

Individual poster - 60%

13.2 Reassessment methods

100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| Lectures | **X** | **X** | **X** | **X** |  |  | **X** |  |
| Seminars | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Private study | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| Individual Report (1,500 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual Poster | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

In the module, examples of international contexts and organisations will be used where applicable to explain the subject content. Internationally validated teaching methods will be applied in the seminars

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |