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

BUSN9128: Corporate Strategy and Performance Measurement

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

Kent Business School

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

Level 7

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**

MSc Healthcare Management, MSc Strategic Project Management

1. **The intended subject specific learning outcomes.   
   On successfully completing the module students will be able to:**
   1. Demonstrate advanced understanding of the theoretical frameworks and processes in strategic management and performance measurement.
   2. Critically apply appropriate strategic frameworks to plan and monitor corporate performance.
   3. Critically apply relevant knowledge and judgement in selecting and applying strategic techniques in different business contexts and to contribute to the evaluation of the performance of an organisation and its strategic development.
   4. Demonstrate a critical awareness of current developments and new insights in strategic management and performance measurement.
2. **The intended generic learning outcomes.   
   On successfully completing the module students will be able to:** 
   1. Deal with complex issues both systematically and creatively.
   2. Apply a variety of problem solving tools and methods autonomously.
   3. Effectively communicate their conclusions, and the thinking underlying them in written form.

9.4 Demonstrate an ability to work proactively to formulate solutions.

1. **A synopsis of the curriculum**

This module aims to provide an advanced understanding of the role of strategic management in organisations, relating to the strategic analysis, decision-making and processes within and between organisations in different business contexts. Through studying this module students develop critical awareness of current developments and new insights in strategic management and performance measurement.

Indicative topics may include:

Defining corporate strategy; the strategy context; strategy formulation; resource-based strategy; corporate and business strategy; performance measurement (tools and techniques).

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).

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1. **Contact hours**

Private study hours: 128

Total contact hours: 22

Total study hours: 150

1. **Assessment methods.**

13.1 Main assessment methods

Work Book (Individual) (1,500 words) (30%)

Individual Written Report (3,000 words) (70%)

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* |
| Lecture | **x** | **x** | **x** | **x** |  |  |  |  |
| Seminar | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Revision session | **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* |
| Work Book (1,500 words) | **x** | **x** | **x** |  | **x** | **x** | **x** |  |
| Individual written report (3,000 words) | **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) |
|  |  |  |  |  |
|  |  |  |  |  |