

Strategic Business and Service Planning

Module Code:	LEM7018-C
Academic Year:	2018-19
Credit Rating:	30
School:	School of Nursing and Healthcare Leadership
Subject Area:	Leadership and Management (Health)
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Julie Prowse

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	24
Directed Study	264

Availability Periods

Occurrence	Location/Period
BDB	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 1 (Sep - Jan)
BDB	University of Bradford / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims

To provide students with the opportunity to develop critical skills and knowledge in strategic business and service planning. To provide students with the opportunity to explore

and analyse different approaches and techniques used in strategic business and service planning.

Outline Syllabus

An introduction to the different theories and models of strategy and service planning. An introduction to the different theories and models used in strategic planning; the relationship between strategy and planning; Strategic planning and management: developing and establishing organisational values, vision, mission statements; different levels of strategic planning. Strategic analysis and tools: The general environmental analysis, PEST, SWOT analysis, needs analysis; scenario and horizon planning and stakeholder analysis. The Competitive Environment: marketing theory and approaches, Porters' Five Forces Framework, the marketing mix, market segmentation and Boston Matrix. Developing a strategy and business case: the rationale for a business/service case, the components of a business and service case, option appraisal. Strategy implementation: partnership and collaboration working between agencies; governance. *Other Strategic Business and Service Planning issues that emerge will be incorporated into the syllabus, for example dementia.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 1a. Critically analyse different theories and approaches used in strategic business and service planning in health and social care. 1b. Critically analyse and evaluate tools and techniques used to develop and implement strategic and business plans.
- 2 2a. Critically apply a range of theories and tools used in strategic business and service planning. 2b. Critically discuss the current environment in health and social care and analyse the implications for strategic business and service planning.
- 3 3a. Manage own learning. 3b. Problem solve. 3c. Communicate complex ideas.

Learning, Teaching and Assessment Strategy

LO 1a-2b are developed & achieved through a series of contextualising workshops/lectures that cover key topics that will be further explored in; student-centred directed learning activities such as workshops, group seminars & student directed study using VLE. Evidence based content will be delivered by faculty experts & students will be encouraged to identify evidence based arguments & critique these in relation to their practice. Different methods will be used to explore the subjects explored in the workshops/lectures & provide students with opportunity to discuss & analyse the topics & to improve their communication and presentation skills (LO 3a & 3c). Extensive use is made of Virtual Learning Environment & this medium is used to compliment workshops/lectures, to support students & includes relevant web-sites, documents & a range of online resources such as You-Tube clips & Podcasts. LO 1a-3c will also be addressed using directed student study, this will enable students to develop & expand their knowledge & analytical skills by undertaking guided reading, preparing for workshops & discussion/presentations in workshops. LO 1a-3c are assessed via a summative written assessment. Students will be able to submit work prior to the final submission date & receive formative feedback. This will allow them to submit & receive formative feedback once on a detailed outline plan as well as a draft of their assignment.

Reviewers will sample approx 500 wds of draft assignment & will provide developmental comments on aspects of writing for style & relevant content.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	4000 word applied written assignment which allows students to critically examine strategic business and service planning	0 hours	100%	Yes

Legacy Code (if applicable)

HHM-709T

Reading List

To view Reading List, please go to [rebus:list](#).