

| Module Details         |                                             |
|------------------------|---------------------------------------------|
| <b>Module Title:</b>   | Strategy, Policy and Organisations          |
| <b>Module Code:</b>    | LEM7005-C                                   |
| <b>Academic Year:</b>  | 2019-20                                     |
| <b>Credit Rating:</b>  | 30                                          |
| <b>School:</b>         | School of Nursing and Healthcare Leadership |
| <b>Subject Area:</b>   | Leadership and Management (Health)          |
| <b>FHEQ Level:</b>     | FHEQ Level 7 (Masters)                      |
| <b>Pre-requisites:</b> |                                             |
| <b>Co-requisites:</b>  |                                             |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Lectures       | 12    |
| Tutorials      | 24    |
| Directed Study | 264   |

| Availability |                                                 |
|--------------|-------------------------------------------------|
| Occurrence   | Location / Period                               |
| BDA          | University of Bradford / Semester 1 (Sep - Jan) |

| Module Aims                                                                                                                                                                                         |
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| To develop a critical understanding of strategy and policy making. To provide students with the opportunity to explore and analyse different theories and approaches to strategy and policy making. |

| Outline Syllabus                                                                                                                                                                                                                                                                                                                       |
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| <p>Strategy, Policy and Organisations:</p> <p>Strategy and the Strategy Process: An introduction to the different theories and models used in strategic planning.</p> <p>Strategic planning and management: developing and establishing organisational values, vision, mission statements; different levels of strategic planning.</p> |

Policy and the Policy Process: Theories and models used in policy making and policy analysis. Strategic analysis and tools: The general environment, 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.

Organisational Structures: organisational structures and design and the implications for strategy and policy making.

Factors affecting Strategy and Policy Making: The implications of the state and independent/private sector for strategy and policy making.

The implementation of strategy and policy: models and approaches to implementation, evidence based policy making; sustainability in strategy and policy making; Dementia in policy and strategy.

\*Other Strategy, Policy and Organisations issues that emerge will be incorporated into the syllabus.

### Learning Outcomes

|   |                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | <ul style="list-style-type: none"> <li>a. Critically analyse different theories and approaches utilised in strategy and policy making in the health and social care sector.</li> <li>b. Critically analyse the development, implementation and monitoring of strategy and policy.</li> <li>c. Critically analyse how to apply different theories and tools to develop and implement strategy and policy making.</li> </ul> |
| 2 | <ul style="list-style-type: none"> <li>a. Critically apply and evaluate different theories and models to develop and implement strategy and policy making.</li> <li>b. Critically analyse the current environment in health and social care and the implications for strategy and policy making.</li> </ul>                                                                                                                |
| 3 | <ul style="list-style-type: none"> <li>a. Manage own learning.</li> <li>b. Problem solve.</li> <li>c. Communicate complex ideas.</li> </ul>                                                                                                                                                                                                                                                                                |

### 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 subjects explored in workshops/lectures & provide students with opportunity to discuss & analyse the topics & to improve their communication & presentation skills (LO 3a and 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 & presentations/group work in workshops.

LO 1a-3c are assessed via a summative assessment.

Students will be able to submit work prior to final submission date & receive formative feedback. This will allow them to submit & receive formative feedback once on a detailed outline plan of presentation or if students choose a written assignment an outline plan of their assessment. Reviewers will sample approx 500 words of draft assignment and will provide developmental comments on aspects of writing, for style & relevant content

| Mode of Assessment |            |                                                                          |         |           |
|--------------------|------------|--------------------------------------------------------------------------|---------|-----------|
| Type               | Method     | Description                                                              | Length  | Weighting |
| Summative          | Coursework | 30 min presentation<br>OR Applied written<br>assignment of 4000<br>words | 0 hours | 100%      |

| Reading List                                                                                                                                               |
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| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> . |

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*