

Module Details	
Module Title:	Understanding Health and Social Care through Policy and Strategy
Module Code:	LEM7033-C
Academic Year:	2019-20
Credit Rating:	30
School:	School of Nursing and Healthcare Leadership
Subject Area:	Leadership and Management (Health)
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	12
Seminar	24
Directed Study	264

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

Module Aims
On completing the module, you will be able to; - critically analyse the development, implementation and evaluation of strategy and policy; - apply and evaluate different theories and models that can be used to develop and implement strategy and policy; - consider the current national and international health and social care environment and the implications for strategy and policy. - Also, evaluate strategy and policy after implementation using robust approaches.

Outline Syllabus

The module will explore the following issues and include any relevant new developments:

Different theories and approaches used in policy and strategy.

An understanding of strategy and the strategy process; strategic and business planning, different levels of strategic planning; organisational values, beliefs, vision, mission statements. Policy and the Policy Cycle: Theories and models used in policy development and implementation.

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

Strategic analysis and tools: The general environment, PEST, SWOT analysis, scenario and Horizon planning, stakeholder analysis. The Competitive Environment: marketing theory and approaches.

Implementation and evaluation of policy and the issues and problems with strategy and policy implementation and evaluation. Approaches to strategy and policy evaluation.

Learning Outcomes

1	Critically discuss a range of different theories and approaches utilised in strategy and policy in the health and social care sector.
2	Critically appraise the development, implementation and evaluation of strategy and policy.
3	Critically apply different theories and tools to develop, implement and evaluate strategy and policy.
4	Critically evaluate different theories and models to develop and implement strategy and policy.
5	Critically analyse the current national and international environment in health and social care and consider the implications for strategy and policy.
6	Engage critically with academic sources and present ideas and arguments in a well structured and coherent manner.

Learning, Teaching and Assessment Strategy

LO 1 is developed & achieved through a series of research informed lectures and workshops that cover key topics, these will be further explored in student-centred directed learning.

Workshop activities will develop LO 1-5 Student centred interactive seminars will be used to explore subjects introduced in lectures & provide students with the opportunity to discuss & analyse topics and to improve their understanding of strategy and policy (LO 1-6).

Extensive use is made of the Virtual Learning Environment & this medium is used to complement lectures, to support students & includes relevant web-sites, documents & a range of online resources such as video clips & blogs (LO 1-5). All learning outcomes will be addressed using directed study, this will enable students to develop & expand their knowledge by undertaking guided reading and activities. Alongside the teaching activities outlined above, immersive arts based activities will support development of LO 2.

All LO are assessed via a written assignment of 4000 words. Students will be able to submit work prior to the final submission date & receive formative feedback.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Essay	-4000 words	100%
Formative	Coursework	Essay Plan	-500 words	%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html .

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.