

Nottingham Trent University

Module Specification

| Basic module information | | |
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| 1 | Module Title: | Exploring Strategy & Innovation |
| 2 | Module Code: | BUSI22680 |
| 3 | Credit Points: | 20 |
| 4 | Duration: | Half Year 2 (core & option) |
| 5 | School: | NBS |
| 6 | Campus: | City |
| 7 | Date: | September 2023 |

| 8 Pre, Post and Co-requisites: | | |
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| These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session | | |
| <u>Pre, Co, Post</u> | <u>Module Code</u> | <u>Module Title</u> |
| None | None | None |

| 9 Programmes containing the module | | | | |
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| <u>Level</u> | <u>Core/Option</u> | <u>Mode</u> | <u>Code</u> | <u>Programme Title</u> |
| 2 | Option | SW/FT | BUSI1093/094 | BA (Hons) Business Management & Economics |
| 2 | Core | SW/FT | BUSI1093/094 | BA (Hons) Business Management & Marketing |
| 2 | Core | SW/FT | SMAN001/004 | BA (Hons) International Business |
| 2 | Option | FT/SW | BUSI071/091 | BA (Hons) Marketing Design & Communication |

| 10 Overview and Aims |
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| <p>This module provides an understanding of business development and strategy with particular reference to processes of strategic management, innovation and business development in the global context. An understanding of competitive advantage is developed through assessment of the strategy and innovation process, with students introduced to key concepts in strategy, organisational change and development, drawn from different cultural contexts. A detailed understanding of innovation occurs through examining the nature of innovation itself, and the processes involved in bringing it about.</p> <p>The module also seeks to demonstrate how innovation can provide competitive advantage for business firms operating in local, national and international environments.</p> |

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| 11 | Module Content |
| <ul style="list-style-type: none"> • Profitability and the nature and purpose of corporate and competitive strategy in a global context • Corporate direction, goals, mission and vision, strategy as transformation • Analysing the business environment, methods and techniques of analysis and its relevance to competitor and customer development • The nature of technological change and its links to innovation • Classifying innovation and innovative activity • Analysis of the process of innovation and different perspectives on the process • Innovation as a source of (international) competitive advantage | |

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| 12 | Indicative Reading |
| <p>Grant, R.M., (2010) Contemporary Strategy Analysis, 7th ed. Chichester: Wiley</p> <p>Smith, D.J., (2009) Exploring Innovation, 2nd ed. London: McGraw-Hill</p> <p>Johnson, G., Whittington, R., Scholes, K., (2011) Exploring Strategy, 9th ed. Harlow: Pearson</p> | |

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| 13 | Learning outcomes |
| <p>Learning outcomes describe what you should know and be able to do by the end of the module</p> | |
| <p>Knowledge and understanding. After studying this module you should be able to:</p> | |
| <ul style="list-style-type: none"> a) Evidence and apply knowledge of relevant concepts and techniques of strategic assessment, management and development b) Demonstrate an understanding of concepts and techniques relevant to competitive situations and innovation c) Demonstrate knowledge and understanding of the international context of strategic business development and innovation | |
| <p>Skills, qualities and attributes. After studying this module you should be able to:</p> | |
| <ul style="list-style-type: none"> d) Apply strategic concepts and techniques to case and project situations e) Appraise business situations and choices strategically f) Demonstrate independent learning through a record of engagement in guided preparation for lectures, seminars, presentations and assessments | |

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| 14 | Teaching and Learning |
| <p><i>Range of modes of direct contact</i></p> <p>This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars</p> | |
| <p>Lectures, Seminars and drop-in sessions as appropriate</p> | |
| <p>Total contact hours: 48</p> | |

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| <i>Range of other learning methods</i> | | | |
| This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research | | | |
| Directed reading and e-support | | | |
| Total non-contact hours: | | 152 | |
| 15 | Assessment methods | | |
| This indicates the type and weighting of assessment elements in the module | | | |
| <u>Element number</u> | <u>Weighting</u> | <u>Type</u> | <u>Description</u> |
| 1 | 40% | Coursework | Individual project report document of 1500 words Learning outcomes tested: a;d;e |
| 2 | 60% | OTA | On the Day Timed Assessment. 2 hours workload, 2000 words Learning outcomes tested: a;b;c;f |

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| Diagnostic/ formative assessment | |
| This indicates if there are any assessments that do not contribute directly to the final module mark | |
| One multiple choice phase tests linked to assessment 1 | |
| Further information on assessment | |
| This section provides further information on the module's assessment where appropriate | |
| The Project Report will include an analysis of strategy concepts raised in the module content and in the m/c phase test. | |
| Student support for the exam will be in the form of a: 1 x 1hr Revision Lecture and 1 x 2hr seminar in which students will be able to see previous papers and attempt questions. | |

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| Document Management | |
| 16 | Module Title: Exploring Strategy and Innovation |
| 17 | Module Code: BUSI22680 |
| 18 | Subject (JACS) Code N100 |
| 19 | Cost Centre 27 |
| 20 | School: NBS |
| 21 | Academic Team Management |
| 22 | Campus City |
| 23 | Other institutions providing teaching <i>Please complete in box 23 a-d - if applicable</i> |
| | <u>Institution</u> % |
| 23a | Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU |

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|-----|---|-----------|
| 23b | Other public organisation in the UK- Percentage not taught by NTU | |
| 23c | Other private organisation in the UK - Percentage not taught by NTU | |
| 23d | Any other Non-UK organisation Percentage not taught by NTU | |
| 24 | Date of approval: | July 2023 |