

Module Specification

Module Summary Information

1	Module Title	Integrated Strategic Case Study
2	Module Credits	60
3	Module Level	7
4	Module Code	ACC7034

5	Module Overview
<p>This module will immerse you in the business world developing your competencies in core accounting and finance skills, business acumen, leadership and people skills. You'll recognise the need for all of these competencies at this strategic level.</p> <p>As part of a patchwork of assessments within the module you'll be working on a case study which will require a significant element of independent research. You'll also need to prepare business appropriate communications which whilst varying from year to year will usually include a presentation, letters, memos and briefing documents.</p> <p>The module will develop research skills to support the production of a strategic analysis and strategic evaluation of a company which will involve researching the selected company and the industry it competes in and developing an ability to sift through, prioritise and summarise information. Your research will cover the following areas:</p> <ol style="list-style-type: none"> The Business Context of the company – covered in the strategic analysis. Financial Context of the company – covered in the strategic analysis Leadership of the company – covered in the strategic implementation The approach to People taken by the company – covered in the strategic implementation <p>The skills to produce a strategic analysis and evaluation of a case study is a key requirement of the CIMA professional body. This module will develop the skills and techniques required for the final CIMA exam.</p> <p>The specific skills which need to be demonstrated in the research project are:</p> <ol style="list-style-type: none"> Use of appropriate models to analyse the external and internal environment of a company including the competitors. The appropriate Accountancy and Finance skills to produce a financial analysis and evaluation of the company. 	

6	Indicative Content
Produce a current position analysis of chosen company which will cover – environment analysis, internal analysis, stakeholder analysis, culture analysis and financial analysis.	
Identify strategic options and evaluate them.	
Produce an implementation strategy for chosen option.	
During the above activities a presentation, briefing note, memo, business letter and final report will be produced.	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
	1 Critically investigate a company and produce a full strategic analysis of the selected company.
	2 Produce and justify a strategic implementation strategy.
	3 Appraise the strategic development process undertaken.
	4 Design and evaluate a research framework for the strategic development process.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	X		

9	Breakdown Learning and Teaching Activities
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	48
Private Study (PS) includes preparation for exams	504
Total Study Hours:	600