

Module Details	
Module Title	Understanding Health and Social Care through Policy and Strategy (Distance Learning)
Module Code	LEM7037-C
Academic Year	2022/3
Credits	30
School	School of Nursing and Healthcare Leadership
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Online Lecture (Asynchronous)	16
Online Seminar (Synchronous)	8
Directed Study	12
Independent Study	264

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 1

Module Aims
On completing the module you will be able to: critically analyse the development, implimentation 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 strategic 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 the strategy and policy implementation and evaluation. Approaches to strategy and policy evaluation.

Learning Outcomes	
Outcome Number	Description
01	Critically discuss a range of different theories and approaches utilised in strategy and policy in the health and social care sector.
02	Critically appraise the development, implementation and evaluation of strategy and policy.
03	Critically apply different theories and tools to develop, implement and evaluate strategy and policy.
04	Critically evaluate different theories and models to develop and implement strategy and policy.
05	Critically analyse the current national and international environment in health and social care and consider the implications for strategy and policy.
06	Engage critically with academic sources and present ideas and arguments in a well-structured and coherent manner.

Learning, Teaching and Assessment Strategy
<p>Learning outcomes 1,2 are developed and achieved through a series of research informed asynchronous online lectures that cover key topics.</p> <p>The knowledge and theory introduced in these asynchronous lectures will be further explored by students undertaking independent study, directed study activities and 4x2 hours online synchronous seminars which will provide students with an opportunity to discuss, analyse and apply topics and to improve their understanding of leading change and service improvement in health and social care covered in the module (Learning outcomes 1-6).</p> <p>Extensive use is made of the Virtual Learning Environment and this medium is used to deliver high quality content and resources to support students. Students will be provided with a variety of online materials (including relevant websites, documents and a range of online resources such as video clips and blogs etc.) designed and packaged to support specific learning outcomes (Learning outcomes 1-6).</p> <p>All LO's are assessed via a written assignment of 4000 words. Students will be able to submit a 500 word essay plan prior to the final submission date and receive formative feedback.</p> <p>This module will include collaborative interaction throughout the semester for students (putting students into Canvas groups for this purpose). Non-assessed collaborative activities will be included for these student groups as part of directed study.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework	Essay which enables application of policy and strategy related to the health and social care environment (4000 words)	100%
Formative	Coursework - Written	Written essay plan. 500 words.	N/A

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.

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