UNIVERSITY of BRADFORD

Module Details

Module Title	Understanding Health and Social Care through Policy and Strategy
Module Code	LEM7033-C
Academic Year	2023/4
Credits	30
School	School of Nursing and Healthcare Leadership
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Practical Classes or Workshops	16
Online Lecture (Asynchronous)	8
Independent Study	262
Interactive Learning Objects	4
Online Seminar (Synchronous)	10

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

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 environement 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 implementaion. 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

Outcome Number	Description
O1	Critically discuss a range of different theories and approaches utilised in strategy and policy in the health and social care sector.
O2	Critically appraise the development, implementation and evaluation of strategy and policy.
O3	Critically apply different theories and tools to develop, implement and evaluate strategy and policy.
O4	Critically evaluate different theories and models to develop and implement strategy and policy.
O5	Critically analyse the current national and international environment in health and social care and consider the implications for strategy and policy.
O6	Engage critically with academic sources and present ideas and arguments in a well structured and coherent manner.

Learning, Teaching and Assessment Strategy

LO 1,2 are developed & achieved through a series of research informed asynchronous online lectures that cover key topics.

The knowledge and theory introduced in these asynchronous lectures will be further explored in four synchronous workshop days delivered on campus or online (subject to circumstances), which will provide students with opportunity to discuss, analyse and apply topics and to improve their understanding of the material covered in the module (LO 1-6). These workshop days are supported with synchronous online seminars and student-centred independent learning.

Extensive use is made of the Virtual Learning Environment & this medium is used to complement asynchronous online lectures and the synchronous online seminars, as well as to support students.

Time is allocated within the module for students to engage with interactive learning objects (including relevant websites, documents & a range of online resources such as video clips & blogs etc.) designed and packaged to support specific learning objectives (LO 1-6). This is underpinned by independent study time.

All LO are assessed via a written assignment of 4000 words. Students will be able to submit a 500 word draft essay plan prior to the final submission date & receive formative feedback.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Essay (4000 words)	100%

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.