

Implementing Strategy and Managing Change

Lecturer:

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Introduction and Aims

This module will consider the issues associated with the implementation of new strategies and, in particular, the management of change. Through an investigation of relevant concepts and the use of appropriate analytical tools and techniques, it will help students understand the entire change process.

Objectives and Learning Outcomes

By the end of the module students should be able to:

- Describe the practical issues that arise when implementing new strategies and how these might be addressed.
- Understand the importance of the change context.
- Define the role of culture in change.
- Describe the role of leaders in effective change management.
- Identify the options for leading and managing change.
- Communicate change effectively.
- Identify causes of resistance to change and develop effective strategies to overcome resistance.
- Understand the need to monitor progress and main momentum when introducing new strategies and managing change programmes.

Assessment

- Individual Assignment 4,000 words (75%)
- Group Presentation (25%)

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