

MODULE DESCRIPTOR

MODULE TITLE	Strategic Issues in Financial Services		
Module Code	25-6055-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	50% Coursework 50% Coursework		
Pre-Requisite Modules (if applicable)	Financial Institutions and Markets or work experience in the financial services sector.		
Delivered according to Standard Academic Calendar YES	Long: 2 semesters YES	Short: 1 semester NO	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- provide students with an understanding and awareness of the major contemporary strategic issues facing the financial services sector;
- provide students with an appreciation of the impact (both actual and possible) of a range of strategic issues upon organisations operating within the financial services sector and upon the structure and operations of financial markets;
- enable students to identify and subsequently evaluate alternative strategic options facing financial services sector organisations consequent upon the strategic issues facing them; and
- provide students with an understanding of the range of forces that could give rise to strategic issues within the financial services sector. Depending on the nature of the major strategic issues at the time, this could involve the impact of financial regulation or deregulation, of evolving competition (both national and international), of developing technology, of EU directives, of changing consumer tastes, etc.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

- 1 Analyse the sources, and form, of the major contemporary strategic issues facing organisations within the financial services sector;
- 2 Analyse and evaluate the possible responses by organisations operating within the financial services sector to the strategic issues identified;
- 3 Analyse and evaluate the strategies being followed by organisations operating within the financial services sector in response to strategic issues;
- 4 Through the analysis of trends and developments across a broad range, identify and evaluate the importance of what may become strategic issues facing organisations operating within the financial services sector.; and
- 5 Identify, access, select and utilise the information and data that are necessary to achieve the above outcomes.
- 6 Review current organisational issues in a chosen vocational area and produce a personal career development plan.

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

Handouts and lectures will introduce a range of key issues facing a variety of organisations operating within the financial services sector, and provide a framework for independent research, reading and study. Seminars will utilise a variety of formats, but will emphasise the discussion of the impact of, and possible responses to, strategic issues. Such seminars will build upon the prior research and reading undertaken by students, and may involve group discussion or students giving presentations on, for example, a firm's optimal response to a particular strategic issue.

Assessment will be by means of coursework, which will vary in format according to the particular strategic issues that are facing the financial services sector at the time the module is being delivered.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	2500 words	No
2	Coursework	CW	50%	2500 words	No

4 INDICATIVE MODULE CONTENTS / TOPICS

The particular strategic issues examined within this module will naturally depend upon the issues, trends and developments taking place within the financial services sector at the time that the module is delivered. As a consequence, the format and content of the module is likely to change considerably from one

delivery to the next. Areas which might be included within the module comprise the following:

- The evolving nature of competition within the different elements of the financial services sector and the reasons for that evolution;
- The impact of changing IT, economic policy, regulation, demographics and ethics upon individual financial markets and groups of financial institutions; and
- How financial services organisations are responding to strategic issues through the use of IT, branding, outsourcing, mergers, acquisitions and alliances.

FURTHER INFORMATION ABOUT THIS MODULE

FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS

THIS INFORMATION CAN BE FOUND IN THE MODULE HANDBOOK.

NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 2
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review