Course: Strategic Change Plan Research Design   credits: 5

Course code	IFVB18SDSOOP	**Modes of delivery**	Tutorial
Name	Strategic Change Plan Research Design	**Assessments**	Strategic Change Plan Research Design - Assignment
Study year	2019-2020		
ECTS credits	5		
Language	Dutch, with parts in English		
Coordinator	CONVERSIE		

Learning outcomes

Students use theories and models to formulate a substantiated vision based on relevant trends and developments in the organisation's external environment, translate this into (recommendations around) strategic facility management policy and communicate in this context at different levels both within the organisation and beyond.
Students carry out a strategic market analysis to identify opportunities and threats in the market (both nationally and internationally).
Students translate the benefits and risks of (potential) multidisciplinary partnerships with other organisations (Make, Buy, Ally) into strategic choices for the organisation.
Students make theoretically underpinned recommendations regarding the leadership style that is appropriate to the change process and the change organisation in an intercultural context.
Students develop an HR strategy, taking into account the individual abilities of employees within the multicultural context of the organisation, and can select the right HR tools (e.g. development, pay, performance management) to improve employees' performance and motivation and the agreed services.
Students compare and evaluate theoretical frameworks and models relating to strategy, quality and improvement processes in order to determine which are suitable for a specific problem, as identified by the student (and the client), by conducting exploratory research around the business processes and strategy of an organisation in order to devise a sound research plan.
Students compare the corporate processes relating to facility management and the strategy of an organisation in order to evaluate the effectiveness and efficiency of the primary process for the deployment of people and resources and to determine the required multidisciplinary strategy. The student achieves this by collecting and analysing information and determining the strategy.
Students produce a strategic change plan, based on research, which describes the gaps between the existing and desired situation for an organisation's facilitating (hospitality) processes and strategy, making recommendations for suitable changes (relating to hospitality, health and sustainability, for example) and how they can be implemented.

Content

In this module the student starts to work on the research design, in preparation for the Strategic Change Plan (SCP), to gain insight into the background, the research questions and the structure of their research for the SCP. The following components need to be covered: objective, relevant theories and models, research question, data collection method(s), respondents, indicators and quality assurance.

Included in programme(s)

Facility Management, major International Facility Management

School(s)

School of Facility Management

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