

## Liverpool John Moores University

Title: 21ST CENTURY BUSINESS STRATEGY  
Status: Definitive  
Code: **5521NCCG** (129535)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 48  
**Total Learning Hours:** 200      **Private Study:** 152

### Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Project	Group Research Project	50	
Presentation	Pres.	Individual Presentation (15 mins)	50	

### Aims

*This module develops students knowledge of business strategies to be used in operational and strategic roles of an organisation. Relevant models and theories that can be used within organisations to support strategic choice and direction will be discussed.*

*On successful completion of this module, students will have the necessary knowledge to make a positive contribution to the development of business plans and direction.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the influence the macro environment has on an organisations business strategies.
- 2 Devise strategies for sustainable corporate citizenship.
- 3 Apply appropriate theories to interpret strategic directions available to organisations.
- 4 Analyse examples of corporate misbehaviour.

## Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group Research Project	1	2	3
Individual Presentation	4		

## Outline Syllabus

*Definition and role of strategy on business objectives, goals and strategic direction*  
*Implications of the Net Zero Transition and COP26 agendas on startegy*  
*Strategic planning techniques*  
*Frameworks and analysis of the macro environment*  
*McKinsey's 7S model*  
*Definition and analysis of strategic capabilities using relevant frameworks*  
*Models of Analysis including Ansoff matrix, The Balanced Scorecard and a CSR based approach*  
*Models and theories to assist understanding of strategic directions*

## Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience. Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

### Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

### VLE support

This will provide links to academic web-sites and on-line journals, facilitate group

discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

## **Notes**

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