

Summary Information

Module Code	5521NCCG
Formal Module Title	21St Century Business Strategy
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Graham Sherwood	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Nelson and Colne College Group

Learning Methods

Learning Method Type	Hours
Lecture	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

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.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse the influence the macro environment has on an organisations business strategies.
MLO2	Devise strategies for sustainable corporate citizenship.
MLO3	Apply appropriate theories to interpret strategic directions available to organisations.
MLO4	Analyse examples of corporate misbehaviour.

Module Content

Outline Syllabus

Definition and role of strategy on business objectives, goals and strategic direction
Implications of the Net Zero Transition and COP26 agendas on strategy
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

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Group Research Project	50	0	MLO3, MLO1, MLO2
Presentation	Individual Presentation	50	0	MLO4