

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **6000BUSST** (108371)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Cynthia Akwei	Y
Lindsey Muir	

Academic Level: FHEQ6 **Credit Value:** 12.00 **Total Delivered Hours:** 28.00
Total Learning Hours: 120 **Private Study:** 92

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	100.0	2.00

Aims

1. To acquire knowledge about issues and dimensions of strategic management;
2. To recognise the importance of external and internal organisational factors in determining the competitive success of organisations;
3. To appreciate the key issues to be achieved when implementing strategy.
4. To be able to apply theoretical knowledge to practical situations involving an organisation's strategic performance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the strategic nature of decision processes and behaviour.
- 2 Recognise the inter-relationships between strategy identification, formulation and implementation.
- 3 Analyze the competitive environment in which a business is located.
- 4 Recognise and articulate the importance of obtaining and sustaining a competitive advantage.

Learning Outcomes of Assessments

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

EXAM	1	2	3	4
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Outline Syllabus

Perspectives on business strategy - from planning school through to chaos.
The nature of the competitive environment: identifying external and internal critical success factors for competitive advantage.
The strategy formulation process: setting objectives, identifying strategic opportunities and threats, identifying stakeholders, allocating resources.
Comparing strategic alternatives: analysing strategic options.
Strategy implementation: organizational culture, leadership, power and organisational design, social responsibility and the external environment, strategic control.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	Text and cases
Edition	8th edition
Publisher	Pearson Education Limited
ISBN	

Course Material	Book
Author	Lynch, R

Publishing Year	2003
Title	Corporate Strategy
Subtitle	
Edition	
Publisher	Pitman Publishing
ISBN	

Course Material	Book
Author	Thompson, A A and Strickland, A J
Publishing Year	2001
Title	Strategic Management
Subtitle	Concepts and Cases
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Grant, R B
Publishing Year	2002
Title	Contemporary Strategy Analysis
Subtitle	
Edition	
Publisher	Oxford: Blackwell
ISBN	

Course Material	Book
Author	Campbell, D, Stonehouse, G, Houston, B
Publishing Year	2002
Title	Business Strategy
Subtitle	An Introduction
Edition	
Publisher	Butterworth
ISBN	

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Fundamentals of Strategy
Subtitle	
Edition	
Publisher	Pearson Education Ltd.
ISBN	

Notes

To provide an integrative approach to the study of strategic management and to

examine the role that this plays within the overall performance of the corporation.