

Summary Information

Module Code	6002LBSBSC
Formal Module Title	Strategic Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Barton	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Sameer Qaiyum	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To examine what business strategy is. 2. To provide an overview of the dominant schools of thought concerning strategic management theory. 3. The ability to apply theoretical knowledge to practical situations involving an organisation's strategic performance.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically analyse the Strategic Position of businesses within their internal and external environments.
MLO2	Diagnostically assess the Strategic Choices of business in terms of the directions in which strategy might move and methods by which it may be pursued to obtain competitive advantage in different industry contexts.
MLO3	Evaluate Strategy in Action including the critical processes by which strategies are formed and how leaders implement them in changing environments.

Module Content

Outline Syllabus
What is strategy? Strategic Position in the context of competitive advantage Macro-environment analysis Industry and sector analysis Internal analysis (Resources, Stakeholders and Culture). Strategic Choices Business strategy and models Corporate strategy and diversification International strategy Entrepreneurship and Innovation Mergers, acquisitions and alliances Strategy in Action Evaluating strategies Leadership and strategic change

Module Overview
This module provides you with an integrative and contemporary approach to the study of strategic management. It examines the role that this plays within the overall performance of a corporation across a range of geographical, organisational and industrial contexts.

Additional Information

This module provides an integrative and contemporary approach to the study of strategic management and examines the role that this plays within the overall performance of a corporation across a range of geographical, organisational and industrial contexts.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Individual Report	100	0	MLO3, MLO1, MLO2