

## Strategic Management

### Module Information

2022.01, Approved

#### Summary Information

Module Code	6005LBSEVM
Formal Module Title	Strategic Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

#### Learning Methods

Learning Method Type	Hours
Lecture	11

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

Aims	To recognise and evaluate the wider importance strategic decision making upon the competitive advantage of business.
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**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the strategic position of business within their internal and external environments.
MLO2	2	Assess the strategic choices of businesses to pursue a competitive advantage.
MLO3	3	Evaluate Strategy in action including the critical processes by which strategies are formed and how leaders implement them in changing environments.
MLO4	4	Synthesize rational arguments and recommendations in the light of evidence.

## Module Content

Outline Syllabus	<p>What is strategy Strategic Position in the context of competitive advantage Industry &amp; sector analysis Business strategy and models Corporate level strategy and strategic options International strategy Managing change Strategy in action Evaluating strategies</p>
Module Overview	
Additional Information	<p>To provide an integrative approach to the study of strategic management and to examine the role that it plays within the overall performance of a business.</p> <p>This is a shared module between the Tourism and Events programmes. This module requires the students to engage with a business simulation therefore there will be an increased online delivery/contact hours.</p>

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	RPT	80	0	MLO1, MLO2, MLO3
Reflection	REF	20	0	MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Tom Fletcher	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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