

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **6011BUSBS** (117135)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Peter Barton	Y
Scott Foster	
Karl Harper	

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 80
Total Learning Hours: 240
Private Study: 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	52

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam	You will be given a choice of 5 questions and you will be required to answer 3 of these. You will be expected to support your discussions with examples from the case studies discussed in seminars and the wider reading outside of these classes.	50	2
Essay	Essay	Students will be expected to undertake financial analysis in order to support strategic decision making.	50	

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;
5. To apply relevant knowledge, skills and exercise professional judgement as expected of a senior financial executive or advisor, in taking or recommending decisions relating to the financial management of an organization.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the strategic nature of decision processes and behavior;
- 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;
- 5 Explain the role and responsibility of the senior executives or advisors in meeting conflicting needs of stakeholders;
- 6 Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally;
- 7 Assess and plan acquisitions and mergers as an alternative growth strategy;
- 8 Evaluate and advise on alternative corporate re-organisation strategies;
- 9 Apply and evaluate advanced treasury and risk management techniques;
- 10 Evaluate the impact of macro economics and recognise the role of international financial institutions un the financial management of multinationals;
- 11 Identify and assess the possible impact of emerging issues in finance and financial management.

Learning Outcomes of Assessments

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

2 Hour Seen Exam	1	2	3	4	5	6
Essay	7	8	9	10	11	

Outline Syllabus

What is strategy
Analysing the current situation
Financial strategy formulation
Business finance

Investment appraisal
Adjusting for risk and uncertainty
The divided decision
Competitive advantage
Corporate level strategy and strategic options
Methods of development
International strategy
Implementing strategy & managing change
Corporate reconstruction and reorganisation
Business valuation
Contemporary trends in strategic and financial management

Learning Activities

Lectures and tutorials.

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.