

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **6013BUSBM** (111292)  
Version Start Date: 01-08-2011

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

Team	Leader
Nick Hawkins	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 50.00  
**Total Learning Hours:** 240  
**Private Study:** 190

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Tutorial	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework. A strategic analysis.	50.0	
Exam	AS2	Examination.	50.0	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 an organisation.
3. 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 Appreciate the different ways in which strategy is developed within organisations.
- 2 Critically examine the key debates in strategic management literature.
- 3 Apply the main strategic tools and techniques to practical situations.
- 4 Critically examine and analyse the key themes and issues in strategic management.

## Learning Outcomes of Assessments

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

CW	1	2	3	4
EXAM	1	2	3	4

## Outline Syllabus

*Approaches to strategic management, mission and objectives, globalisation, industry level analysis, internal analysis, strategic choice, mergers and acquisitions, portfolios, strategic directions and methods of development, implementation, change management, strategic control.*

## Learning Activities

Lectures.

Tutorials covering case studies, problem solving, group work and presentations.

## References

<b>Course Material</b>	Book
<b>Author</b>	Campbell, D., Stonehouse, G. Houston, B.
<b>Publishing Year</b>	2002
<b>Title</b>	Business Strategy: An Introduction.
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Butterworth Heineman
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G. and Scholes, K.
<b>Publishing Year</b>	2002
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	

<b>Edition</b>	6th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Whittington, R.
<b>Publishing Year</b>	1993
<b>Title</b>	What is Strategy and Does it Matter?
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

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### Notes

Approaches to strategic management, mission and objectives, globalisation, industry level analysis, internal analysis, strategic choice, mergers and acquisitions, portfolios, strategic directions and methods of development, implementation, change management, strategic control.