

## Liverpool John Moores University

Title: SUSTAINABLE STRATEGY  
Status: Definitive  
Code: **6025BUSCOM** (119492)  
Version Start Date: 01-08-2012

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

Team	Leader
Lindsey Muir	Y

**Academic Level:** FHEQ6  
**Credit Value:** 36.00  
**Total Delivered Hours:** 117.00  
**Total Learning Hours:** 360  
**Private Study:** 243

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	39.000
Workshop	78.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	5000 word essay	50.0	
Report	Essay	5000 word essay	50.0	

### Aims

*To acquire knowledge about issues and dimensions of strategic management*

*To recognise the importance of external and internal organisational factors in determining the competitive success of organisations and developing appropriate strategies*

*To appreciate the key issues to be achieved when implementing strategy and the ethical underpinnings in decision making*

*To appreciate and evaluate the role of Corporate and Social Responsibility in development and implementation of an organisation's strategy*

*To be able to apply theoretical knowledge to practical situations involving an organisations strategic performance*

## **Learning Outcomes**

After completing the module the student should be able to:

- LO1 Understand the strategic nature of decision processes and behaviour, the interrelationships between strategy identification, formulation and implementation and the role/responsibility of senior executives in meeting conflicting needs of stakeholders
- LO2 Analyse the competitive environment in which a business is located and assess the possible impact of emerging strategic issues on its ability to sustain advantage
- LO3 Evaluate and advise on alternative growth strategies and restructuring
- LO4 Critically evaluate the strategic issues facing company and recommend appropriate strategies for implementation appreciating the importance of sustainability and the CSR agenda

## **Learning Outcomes of Assessments**

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

Strategic Analysis	LO 1	LO 2	LO 3
Implementation	LO 4		

## **Outline Syllabus**

*Nature and purpose of strategy and financial management*  
*Organisational objectives and stakeholder analysis*  
*Ethical theory and decision making*  
*Corporate governance*  
*Corporate Social Responsibility and strategic issues*  
*Analysing the external and internal environment of the organisation*  
*Sources of raising finance and the cost of capital*  
*Business and the corporate level strategy*  
*Evaluation of strategic choices applying techniques of investment appraisal and adjusting for risk and uncertainty*  
*Methods of developing strategy including the regulatory framework of mergers and acquisitions*

## **Learning Activities**

Lectures  
Tutorials involving case studies, real life scenarios and problem solving  
Presentations

## References

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G., Scholes, K. and Whittington, R.
<b>Publishing Year</b>	2010
<b>Title</b>	Exploring Strategy
<b>Subtitle</b>	Text and Cases
<b>Edition</b>	9th
<b>Publisher</b>	Pearson
<b>ISBN</b>	027-373702-3

<b>Course Material</b>	Book
<b>Author</b>	Porter, M.E.
<b>Publishing Year</b>	1980
<b>Title</b>	Competitive Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Free Press: New York
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Grant, R.G.
<b>Publishing Year</b>	2010
<b>Title</b>	Contemporary Strategic Analysis
<b>Subtitle</b>	Text and Cases
<b>Edition</b>	7th
<b>Publisher</b>	Oxford: Blackwell
<b>ISBN</b>	047-074709-9

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## Notes

None