

Liverpool John Moores University

Title: SUSTAINABLE STRATEGY
Status: Definitive
Code: **6025BUSTAR** (119505)
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
Seminars involving case studies, real life scenarios and problem solving
Presentations

References

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

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

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

Notes

None