

## Strategic decision making

### Module Information

2022.01, Approved

#### Summary Information

|                     |                           |
|---------------------|---------------------------|
| Module Code         | 6027LBSBSC                |
| Formal Module Title | Strategic decision making |
| 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    |
| Seminar              | 33    |

#### Module Offering(s)

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

#### Aims and Outcomes

|      |   |
|------|---|
| Aims | This module is designed to simulate the Strategic Decision Making process, requiring students to apply the knowledge and skills they have developed throughout the programme, finance, marketing, CSR, economic etc, as well as their understanding of the Strategic Management gained in Semester 1. |
|------|---|

**After completing the module the student should be able to:**

**Learning Outcomes**

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Identify Strategic Issues facing Companies                            |
| MLO2 | 2      | Make informed and coordinated Strategic Decisions                     |
| MLO3 | 3      | Evaluate and recommend Growth/Merger & Acquisition Strategies         |
| MLO4 | 4      | Evaluate the Risk of Strategic Decisions                              |
| MLO5 | 5      | Recommend Strategies to Manage Risk & Resolve Conflict                |
| MLO6 | 6      | Evaluate the Financial & Non-financial Performance of an organisation |

**Module Content**

|                        |   |
|------------------------|---|
| Outline Syllabus       | 1.The Role of Strategic Management<br>2.Identify Strategic Issues facing Companies<br>3.Coordinating Marketing, Project Management, Finance, Personnel & Operational Strategies<br>4.Evaluating & Recommending a Growth Strategy<br>5.Mergers and Acquisitions<br>6.Developing a Risk Management Strategy<br>7.Implementing & Evaluating Risk Management Strategies<br>8.Strategies to resolve stakeholder conflict<br>9.Performance Evaluation – Financial & Non-Financial<br>10.Strategies when faced with Financial Distress |
| Module Overview        |   |
| Additional Information | Students will be engaged in the evaluation and analysis of a Case Study requiring them to make Strategic Decisions when presented with marketing, financial, project management, personnel and operational data.  |

**Assessments**

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping    |
|---------------------|-----------------|--------|--------------------------|------------------------------------|
| Technology          | Report          | 100    | 0                        | MLO1, MLO2, MLO3, MLO4, MLO5, MLO6 |

**Module Contacts**

**Module Leader**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
| Peter Barton | Yes                      | N/A       |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|--------------|--------------------------|-----------|