

Liverpool John Moores University

Title: STRATEGY AND THE MANAGEMENT OF CHANGE
Status: Definitive
Code: **6030TEF** (103853)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Heather Griffiths	Y

Academic Level: FHEQ6 **Credit Value:** 12 **Total Delivered Hours:** 26
Total Learning Hours: 120 **Private Study:** 94

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	5

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Exam	40	1
Report	AS2	2000 word report	60	

Aims

To examine the nature and role strategic management within organisations and the role strategy plays in the effective management of change.

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the nature of the strategic process within organisations
- 2 Analyse a range of strategic models including planned and emergent strategies
- 3 Critically respond to a range of change management models with specific reference to the role of strategy in change management

Learning Outcomes of Assessments

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

EXAM	2	3
Report	1	3

Outline Syllabus

Consideration of how strategies are formulated, the process of strategic planning from setting objectives, evaluation and change. A critical evaluation of models of strategy ranging from planned to chaos, to emergent strategic development. This will be used as a mechanism for a critique of change within product and service industries within the private and public sectors.

Learning Activities

Students will work in small seminar groups within the module programme. Activities will be student centred and include group work. Hand out material comprising of case studies will form the basis of some activities where students will draw strategic ideas and conclusions from the case study material and underpinning lecture material.

Students will be encouraged to discuss their personal strategic project with their group and the class as a whole - this will elicit ideas, discussion and generally give a broader picture of their chosen project.

Up to date learning material, journal / newspaper articles, and recent examples of case studies will be fully integrated into this module.

Notes

This module critically addresses the concept of strategy and the process of strategic planning. It examines models of strategic development within the process of change. Students will be able to develop their knowledge towards a product or service category that is relevant to their degree programme via case studies.