

Liverpool John Moores University

Title: INFORMATION STRATEGY AND ANALYSIS
Status: Definitive
Code: **6037BUSIS** (108234)
Version Start Date: 01-08-2011

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

Team	Leader
Alistair Beere	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 68.00
Total Learning Hours: 240
Private Study: 172

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Tutorial	24.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework 1 (Group Presentation)	50.0	
Report	AS2	Coursework 2 (Individual Report)	50.0	

Aims

- 1. To provide students with an understanding of the strategy process and to develop the ability to apply key strategy models and concepts to real world business situations.*
- 2. To provide students with a systemic approach that can be used to explain real world strategic issues as an alternative to conventional strategy models.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain and apply a range of strategy models, concepts and techniques.
- 2 Construct Influence Diagrams to describe and explain real world strategic scenarios in systems terms.
- 3 Use Systems Archetypes to describe, explain and discuss complex interactions in real world strategic scenarios.
- 4 Reflect on their contribution and performance as a member of a team.

Learning Outcomes of Assessments

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

CW	1	2
CW	3	4

Outline Syllabus

*The strategy process,
External analysis (PEST, Stakeholders, Porter's 5 Forces),
Internal analysis (Value Chain, Competencies, Sources of Competitive Advantage),
Strategic choice (Generic strategies, Ansoff Matrix, BCG Matrix),
Corporate culture,
Influence Diagrams and Feedback Loops,
System Archetypes.*

Learning Activities

Lectures, and tutorials.

A real world problem scenario presented by a company executive or owner.

References

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	
Edition	8th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Lynch, R
Publishing Year	2005
Title	Corporate Strategy
Subtitle	
Edition	5th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Senge, P
Publishing Year	1990
Title	The Fifth Discipline
Subtitle	
Edition	
Publisher	Century Business
ISBN	

Course Material	Book
Author	Sterman, J
Publishing Year	2000
Title	Business Dynamics
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Notes

Students will be given two problem scenarios to resolve. The first will be assessed as a group report (c/w 1) and an individual reflection on process (c/w 2). The second will be a conference style presentation (c/w 3) and a conference paper (c/w 4) on a relevant current topic or organization.