

## Liverpool John Moores University

Title: Strategic Management  
Status: Definitive  
Code: **6051BUSBM** (121559)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Sameer Qaiyum	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	4500 words	REPORT	80	
Reflection	Reflection	REFLECTION	20	

### Aims

*To provide students with a contemporary introduction to the corporate, business and functional level strategies of the organisations;*

*To enable students to examine and analyse both internally and externally corporate challenges ;*

*To develop a comprehensive understanding of the internal business context and products/services in relation to core business processes and functions;*

*To critically analyse the macro and micro environments within an international and global context.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Analyse the strategic nature of decision processes and behaviour.
- 2 Recognise the inter-relationships between strategy identification, formulation and implementation.
- 3 Analyse the competitive environment in which a business is located.
- 4 Recognise and articulate the importance of obtaining and sustaining a competitive advantage.
- 5 Explain the role and responsibility of the senior executives or advisors in meeting conflicting needs of stakeholders.
- 6 Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally.

## **Learning Outcomes of Assessments**

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

Report	1	2	3	4	6	5
Reflection	1	2	3	4	6	5

## **Outline Syllabus**

*Introduction to strategic process*

*Internal analysis: business competences, processes and activities*

*Internal Analysis: Financial planning and performance*

*External analysis: General business environment*

*External analysis: Industrial environment*

*Conceptualising globalisation drivers and their interaction with internal and external corporate environment*

*Creating value chains: Enterprise Resource Planning (ERP)*

*Implementing a strategy and managing change*

*Corporate governance: Measuring and reporting performance*

*Strategic CSR*

## **Learning Activities**

The focus of this module is on contemporary practice and therefore learning activities will feature cutting edge cases and applied exercises. These will be contextualized by lectures, seminars and workshops.

## **Notes**

This module addresses the mainstreaming corporate, business and functional level strategies of contemporary management and their implications to an everlasting, dynamic external environment. This shift is also internally explored across a range of geographical, organisational and industrial contexts.