

Liverpool John Moores University

Title: Strategic Management
Status: Definitive
Code: **6051YPCBM** (122981)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

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	3000 words	Individual 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:

Individual report	1	5	2	3	4	6
Reflection	1	5	2	3	4	6

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 strongly feature cutting edge cases and applied exercises as well as guest speakers. 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.