

Summary Information

Module Code	6051YPCBM
Formal Module Title	Strategic Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the strategic nature of decision processes and behaviour.
MLO2	2	Recognise the inter-relationships between strategy identification, formulation and implementation.
MLO3	3	Analyse the competitive environment in which a business is located.
MLO4	4	Recognise and articulate the importance of obtaining and sustaining a competitive advantage.
MLO5	5	Explain the role and responsibility of the senior executives or advisors in meeting conflicting needs of stakeholders.
MLO6	6	Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally.

Module Content

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
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual report	80	0	MLO1, MLO5, MLO2, MLO3, MLO4, MLO6
Reflection	Reflection	20	0	MLO1, MLO5, MLO2, MLO3, MLO4, MLO6

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Sameer Qaiyum	Yes	N/A

Partner Module Team

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