

Liverpool John Moores University

Title: STRATEGY AND CHANGE IN THE WORKPLACE
Status: Definitive
Code: **6070TEFSUM** (119513)
Version Start Date: 01-08-2016

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

Team	Leader
Jacqueline Richards	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Strategic Report (4000 words)	100	

Aims

To enable the student to understand strategic planning and change management in the workplace.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse strategic planning within organisations.
- 2 Critically respond to a range of change management models.
- 3 Critically evaluate a management change issue relating to an organisation and apply theory to practice.

Learning Outcomes of Assessments

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

Strategic Report	1	2	3
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Outline Syllabus

The Strategic Planning Process: External Analysis, Porter's Five Forces, Competitor Analysis, Stakeholder Analysis, Value Chain, Resources and Capability Analysis, SWOT, Choices, Test of Strategy, Tactics, Change Management, Barriers to Change, Implementation Considerations.

Learning Activities

The students will receive a series of lectures on the strategic planning process which they will use to analyse an organisation of their choice. Workshop support will be available to assist in their application of models to the organisation. Students will produce a report on the current strategic position of the organisation and suggest one option for change and the likely barriers to this.

Notes

Case study analysis will be used throughout the module as this is essential to enable theory application to be put into practice in an organisational context.