

Strategic Management

Module Information

2022.01, Approved

Summary Information

Module Code	6106MECH
Formal Module Title	Strategic Management
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Lecture	20
Online	10
Tutorial	3

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

Aims and Outcomes

Aims	To critically appraise strategic management theory and practice and to strategically apply relevant marketing theories, models, concepts and techniques to a range of appropriate case studies. As well as develop an understanding of the nature of strategy formulation and implementation through an analysis of current management strategies.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Use conceptual models to develop business strategies.
MLO2	2	Appraise the process through which strategic decisions are taken and the range of factors which inform that process.
MLO3	3	Critically examine the nature and process of implementing strategy and its role within organisational and physical asset management.
MLO4	4	Evaluate current developments in international and global management strategies.

Module Content

Outline Syllabus	Introduction to the Strategic Process: Sources of Strategy – planning approach; competitive positioning approach; emergent or learning approach; core competence approach. Strategic Decision Levels – Corporate; Business; Operational. Strategic Frameworks – Porter; resource-based view. Strategic Objectives - Market standing; Innovation; Human Resources; Financial; vision, values and culture. Physical Resources; Social Responsibility. Internal Analysis: The Business Organisation – Resources, competences and core competences; value-adding activities. Products and Markets – Market definition; market segmentation; Kotler's 5 levels of product benefits; New product development. External Analysis: Macro Environmental Analysis – PEST/STEP Analyses Competitive Environment Analysis – Industry – Porter's Five Forces; Resource based approach; strategic group and competitor analysis; industry and market critical success factors. Strategic Formulation: Strategic thinking – rational and generative; Strategy formulation – intended strategy and planning vs emergent strategy and incrementalism; (Business Level) – generic competitive strategies; Elements of Strategic Implementation; Objectives and performance measures. Corporate Level Strategy – growth strategies and diversification. Marketing and Competitive Advantage. Strategic Implementation and Management: Organisational Structures – entrepreneurial, functional, divisional, matrix, network; Organisational Processes; Strategic Control Systems; Managing strategic change. Leadership and Management - The learning organisation; Emotional intelligence; good v bad leadership/management Asset Management introduction – Physical assets; CapEx; Purchase/lease/hire; OpEx; Linking good asset management with good corporate and organisational strategy/policy. Risk-based management – Formal Safety Assessment; Criticality analysis.
Module Overview	This module will provide an in-depth analysis of the topics of Admiralty Law and of the modern law of Marine Insurance.
Additional Information	This module will provide the students with an understanding of strategy formulation and implementation, introducing techniques for internal and external analysis through to applying appropriate models of strategy formulation. Students will also consider the international dimension as well as the stockholder vs stakeholder position.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Centralised Exam	Examination	60	2	MLO1, MLO2, MLO3, MLO4

Report	Report 2500 words	40	0	MLO1, MLO4
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Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Sean Loughney	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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