

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **6301BUSBS** (122084)  
Version Start Date: 01-08-2021

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

Team	Leader
Peter Barton	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	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	Students will be actively engaged in a Case Study and required to provide detailed recommendations to enable strategic decisions to be made 4500 words	100	

### Aims

- 1.To acquire knowledge about issues and dimensions of strategic management.*
- 2.To recognise the importance of external and internal organisational factors in determining the competitive success of organisations.*

## 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 Analyze 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:

RPT	1	2	3	4	5	6
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## Outline Syllabus

*What is strategy.*

*Analysing the current situation.*

*Competitive advantage.*

*Corporate level strategy and strategic options.*

*Methods of development.*

*International strategy.*

*Analysing Capabilities.*

*Value Chain analysis*

*Implementing strategy & managing change.*

*Corporate reconstruction and reorganisation.*

*Contemporary trends in Strategic Management.*

## Learning Activities

Lectures and seminars.

## Notes

To provide an integrative approach to the study of strategic management and to examine the role that this plays within the overall performance of the corporation