Liverpool John Moores University

Title: STRATEGIC MANAGEMENT

Status: Definitive

Code: **6501SM** (107492)

Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School

Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Υ

Academic Credit Total

Level: FHEQ6 Value: 12.00 Delivered 24.00

Hours:

Total Private

Learning 120

Hours:

Study: 96

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual written coursework.	100.0	

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 an organisation.
- 3. To be able to apply theoretical knowledge to practical situations involving an organisation's strategic performance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the manner in which strategy is the outcome of the analysis of both external, and internal, factors related to an organization;
- 2 Understand the different strategic decisions required by single business and multibusiness organizations;
- 3 Critically examine the key debates in the strategic management literature and appreciate their implications for strategy development in practical cases;
- 4 Apply the main strategic tools and techniques to practical situations.

Learning Outcomes of Assessments

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

ESSAY 1 2 3 4

Outline Syllabus

Introduction to the strategic management process; approaches to environmental analysis and internal organizational analysis; strategic choice under different conditions, including mergers and acquisitions, portfolios, strategic directions and methods of development; implementation issues and change management.

Learning Activities

Lectures, tutorials covering case studies, problem solving, group work and presentations.

References

Course Material	Book
Author	Campbell, D, Stonehouse, G and Houston, B
Publishing Year	2002
Title	Business Strategy: An Introduction
Subtitle	
Edition	
Publisher	Butterworth Heineman
ISBN	

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	
Edition	

Publisher	8th edition, Prentice Hall
ISBN	

Course Material	Book
Author	Various academic journal articles
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

Approaches to strategic management, mission and objectives, environmental and industry level analysis, internal analysis, strategic choice, mergers and acquisitions, portfolios, strategic directions and methods of development, implementation, change management, monitoring.