

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	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private 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

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.