

### Summary Information

Module Code	6502DGABW
Formal Module Title	Strategic Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Dong A University

### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

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.
------	---

**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the strategic nature of decision processes and behaviour.
MLO2	2	Recognise the inter-relationships between strategy identification, formulation and implementation.
MLO3	3	Analyse the competitive environment in which a business is located.
MLO4	4	Recognise and articulate the importance of obtaining and sustaining a competitive advantage.
MLO5	5	Explain the role and responsibility of the senior executives or advisors in meeting conflicting needs of stakeholders.
MLO6	6	Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally.

## Module Content

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 analysisImplementing strategy & managing change.Corporate reconstruction and reorganisation.Contemporary trends in Strategic Management.
Module Overview	
Additional Information	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

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	80	0	MLO1, MLO2, MLO3, MLO4, MLO5, MLO6
Practice	REFLECTION	20	0	MLO1, MLO2, MLO3, MLO4, MLO5, MLO6

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings

Konstantina Skritsovali	Yes	N/A
-------------------------	-----	-----

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------