

Summary Information

Module Code	6502WUCBW
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
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

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

SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	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	100	0	MLO1, MLO2, MLO3, MLO4, MLO5, MLO6

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Susan Mawer	Yes	N/A

Partner Module Team

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