

Liverpool John Moores University

Title: Strategic Management
Status: Definitive
Code: **6502YPCBSC** (126824)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

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	11
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Individual Report	100	

Aims

1. To examine what business strategy is.
2. To provide an overview of the dominant schools of thought concerning strategic management theory.
3. The ability 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 Critically analyse the Strategic Position of businesses within their internal and external environments.
- 2 Diagnostically assess the Strategic Choices of business in terms of the directions in which strategy might move and methods by which it may be pursued to obtain competitive advantage in different industry contexts.
- 3 Evaluate Strategy in Action including the critical processes by which strategies are formed and how leaders implement them in changing environments.

Learning Outcomes of Assessments

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

Individual Report	1	2	3
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Outline Syllabus

What is strategy?

Strategic Position in the context of competitive advantage

Macro-environment analysis

Industry and sector analysis

Internal analysis (Resources, Stakeholders and Culture).

Strategic Choices

Business strategy and models

Corporate strategy and diversification

International strategy

Entrepreneurship and Innovation

Mergers, acquisitions and alliances

Strategy in Action

Evaluating strategies

Leadership and strategic change

Learning Activities

The focus of this module is on contemporary practice and therefore learning activities will feature cases and applied exercises. These will be contextualised by lectures, seminars and workshops.

Notes

This module provides an integrative and contemporary approach to the study of strategic management and examines the role that this plays within the overall performance of a corporation across a range of geographical, organisational and industrial contexts.