

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **6503HEPBS** (118864)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
Lindsey Muir	Y
Karl Harper	

Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 80.00
Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	Exam.	You will be given a choice of 5 questions and you will be required to answer 3 of these. You will be expected to support your discussions with examples from the case studies discussed in tutorials and wider reading outside of these classes.	50.0	2.00
Essay	Eassy		50.0	

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 organisations;
3. To appreciate the key issues to be achieved when implementing strategy;
4. To be able to apply theoretical knowledge to practical situations involving an organisation's strategic performance;
5. To apply relevant knowledge, skills and exercise professional judgement as expected of a senior financial executive or advisor, in taking or recommending decisions relating to the financial management of an organization.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Understand the strategic nature of decision processes and behavior;
- LO 10 Evaluate the impact of macro economics and recognise the role of international financial institutions on the financial management of multinationals;
- LO 11 Identify and assess the possible impact of emerging issues in finance and financial management.
- LO 2 Recognise the inter-relationships between strategy identification, formulation and implementation;
- LO 3 Analyze the competitive environment in which a business is located;
- LO 4 Recognise and articulate the importance of obtaining and sustaining a competitive advantage;
- LO 5 Explain the role and responsibility of the senior financial executive or advisor in meeting conflicting needs of stakeholders;
- LO 6 Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally;
- LO 7 Assess and plan acquisitions and mergers as an alternative growth strategy;
- LO 8 Evaluate and advise on alternative corporate re-organisation strategies;
- LO 9 Apply and evaluate advanced treasury and risk management techniques;

Learning Outcomes of Assessments

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

Examination	LO 1	LO 2	LO 3	LO 4	LO 5	LO 7	LO 8	LO 9	LO 10	LO 11
Essay	LO 6									

Outline Syllabus

What is strategy
Analysing the current situation
Financial strategy formulation
Business finance
Investment appraisal
Adjusting for risk and uncertainty
The divided decision

Competitive advantage
Corporate level strategy and strategic options
Methods of development
International strategy
Implementing strategy & managing change
Corporate reconstruction and reorganisation
Business valuation
Contemporary trends in strategic and financial management

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	Text and Cases
Edition	8th edition
Publisher	Pearson Education Limited
ISBN	

Course Material	Book
Author	Ambrosini, V, Johnson, G and Scholes, K
Publishing Year	1998
Title	Exploring Techniques of Analysis and Evaluation in Strategic Management
Subtitle	
Edition	
Publisher	Prentice Hall
ISBN	

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

Course Material	Book
Author	Grant, R G

Publishing Year	2008
Title	Contemporary Strategy Analysis
Subtitle	
Edition	
Publisher	Oxford: Blackwell
ISBN	

Course Material	Book
Author	Lynch, R
Publishing Year	2009
Title	Strategic Management
Subtitle	
Edition	
Publisher	Essex: Pearson Education
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Academy of Management Journal
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Business Strategy Review
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Entrepreneurship Theory and Practice
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Harvard Business Review

Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Journal of International Business Studies
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.quickmba.com/strategy
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.intersciencewiley.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.kpmg.co.uk
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.mckinsey.com
Subtitle	
Edition	

Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.pwc.com
Subtitle	
Edition	
Publisher	
ISBN	

Notes

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.