

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **6506BM** (107341)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Lindsey Muir	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 50.00
Total Learning Hours: 240
Private Study: 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Coursework. A strategic analysis.	50.0	
Exam	AS2	Examination.	50.0	2.00

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

After completing the module the student should be able to:

- 1 Appreciate the different ways in which strategy is developed within organisations.
- 2 Critically examine the key debates in strategic management literature.
- 3 Apply the main strategic tools and techniques to practical situations.
- 4 Critically examine and analyse the key themes and issues in strategic management.

Learning Outcomes of Assessments

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

CW	1	2	3	4
EXAM	1	2	3	4

Outline Syllabus

Approaches to strategic management, mission and objectives, globalisation, industry level analysis, internal analysis, strategic choice, mergers and acquisitions, portfolios, strategic directions and methods of development, implementation, change management, strategic control.

Learning Activities

Lectures.

Tutorials covering case studies, problem solving, group work and presentations.

References

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

Course Material	Book
Author	Johnson, G. and Scholes, K.
Publishing Year	2002
Title	Exploring Corporate Strategy
Subtitle	

Edition	6th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Whittington, R.
Publishing Year	1993
Title	What is Strategy and Does it Matter?
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Notes

Approaches to strategic management, mission and objectives, globalisation, industry level analysis, internal analysis, strategic choice, mergers and acquisitions, portfolios, strategic directions and methods of development, implementation, change management, strategic control.