

## Liverpool John Moores University

Title: STRATEGY AND CHANGE IN THE WORKPLACE  
Status: Definitive  
Code: **6570BECTEF** (118915)  
Version Start Date: 01-08-2016  
  
Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Beckett College London

Team	Leader
Heather Griffiths	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24  
**Total Delivered Hours:** 166  
**Total Learning Hours:** 240  
**Private Study:** 74

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Off Site	140
Tutorial	2

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Strategic Report	60	
Reflection	AS2	WRL Log	40	

### Aims

*To enable the student to understand strategic planning and change management in the workplace.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse strategic planning within organisations.
- 2 Critically respond to a range of change management models.
- 3 Critically evaluate a management change issue relating to the agency and apply theory to practice.

### **Learning Outcomes of Assessments**

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

Strategic Report	1	2
Learning Log	3	

### **Outline Syllabus**

*The Strategic Planning Process: External Analysis, Porter's Five Forces, Competitor Analysis, Stakeholder Analysis, Value Chain, Resources and Capability Analysis, SWOT, Choices, Test of Strategy, Tactics, Change Management, Barriers to Change, Implementation Considerations. Self Analysis, Reflective Log Writing, Essay Structure.*

### **Learning Activities**

The students will receive a series of lectures on the strategic planning process which they will use to analyse an organization of their choice. Workshop support will be available to assist in their application of models to the organisation. Students will produce a report on the current strategic position of the organisation and suggest one option for change and the likely barriers to this. They will have twenty days work experience in this, or another, organization and produce a reflective log of their observations utilising concepts from their degree programme. Students will also choose one topic of interest observed in his workplace and produce an essay on this, utilising concepts from their degree programme and further reading.

### **Notes**

Work based learning placements are essential to enable theory application to be put into practice in a work situation. Furthermore they are vital to introduce future employment opportunities. Within the course progression there should be an interesting degree of responsibility and independent work. A project should be undertaken for the agency where possible. Evidence from this module may contribute to WoW certification.