

Summary Information

Module Code	6603VLUBW
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
Van Lang University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To recognise and evaluate the wider importance strategic decision making upon the competitive advantage of business
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the strategic position of business within their internal and external environments
MLO2	2	Assess the strategic choices of businesses to pursue a competitive advantage
MLO3	3	Evaluate Strategy in action including the critical processes by which strategies are formed and how leaders implement them in changing environments.
MLO4	4	Synthesize rational arguments and recommendations in the light of evidence

Module Content

Outline Syllabus	What is strategy Strategic Position in the context of competitive advantage Industry & sector analysis Business strategy and models Corporate level strategy and strategic options International strategy Managing change Strategy in action Evaluating strategies
Module Overview	
Additional Information	To provide an integrative approach to the study of strategic management and to examine the role that it plays within the overall performance of a business.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	80	0	MLO1, MLO2, MLO3
Reflection	Reflection	20	0	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Katie Hyslop	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings