

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **6701SERCBS** (123154)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

| Team | Leader |
|---------------|--------|
| Hilary Bishop | |

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 | 33 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|---|---------------|---------------|
| Report | RPT | Students will be actively engaged in a Case Study and required to provide detailed recommendations to enable strategic decisions to be made 4500 words | 100 | |

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.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the strategic nature of decision processes and behaviour.
- 2 Recognise the inter-relationships between strategy identification, formulation and implementation.
- 3 Analyze the competitive environment in which a business is located.
- 4 Recognise and articulate the importance of obtaining and sustaining a competitive advantage.
- 5 Explain the role and responsibility of the senior executives or advisors in meeting conflicting needs of stakeholders.
- 6 Evaluate potential investment decisions and assessing their financial and strategic consequences, both domestically and internationally.

Learning Outcomes of Assessments

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

| | | | | | | |
|-----|---|---|---|---|---|---|
| RPT | 1 | 2 | 3 | 4 | 5 | 6 |
|-----|---|---|---|---|---|---|

Outline Syllabus

What is strategy.

Analysing the current situation.

Competitive advantage.

Corporate level strategy and strategic options.

Methods of development.

International strategy.

Analysing Capabilities.

Value Chain analysis

Implementing strategy & managing change.

Corporate reconstruction and reorganisation.

Contemporary trends in Strategic Management.

Learning Activities

Lectures and seminars.

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