

Summary Information

Module Code	6702SERCBM
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
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	1. To examine what business strategy is. 2. To provide an overview of the dominant schools of thought concerning strategic management theory. 3. The ability to apply theoretical knowledge to practical situations involving an organisation's strategic performance.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the Strategic Position of businesses within their internal and external environments.
MLO2	2	Diagnostically assess the Strategic Choices of business in terms of the directions in which strategy might move and methods by which it may be pursued to obtain competitive advantage in different industry contexts.
MLO3	3	Evaluate Strategy in Action including the critical processes by which strategies are formed and how leaders implement them in changing environments.

Module Content

Outline Syllabus	What is strategy? Strategic Position in the context of competitive advantage Macro-environment analysis Industry and sector analysis Internal analysis (Resources, Stakeholders and Culture). Strategic Choices Business strategy and models Corporate strategy and diversification International strategy Entrepreneurship and Innovation Mergers, acquisitions and alliances Strategy in Action Evaluating strategies Leadership and strategic change
Module Overview	
Additional Information	This module provides an integrative and contemporary approach to the study of strategic management and examines the role that this plays within the overall performance of a corporation across a range of geographical, organisational and industrial contexts.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Individual Report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Barton	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

