

## Strategic decision making

### Module Information

2022.01, Approved

#### Summary Information

Module Code	6727SERCBM
Formal Module Title	Strategic decision making
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	33

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	This module is designed to simulate the Strategic Decision Making process, requiring students to apply the knowledge and skills they have developed throughout the programme, finance, marketing, CSR, economic etc, as well as their understanding of the Strategic Management gained in Semester 1.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Identify Strategic Issues facing Companies
MLO2	2	Make informed and coordinated Strategic Decisions
MLO3	3	Evaluate and recommend Growth/Merger & Acquisition Strategies
MLO4	4	Evaluate the Risk of Strategic Decisions
MLO5	5	Recommend Strategies to Manage Risk & Resolve Conflict
MLO6	6	Evaluate the Financial & Non-financial Performance of an organisation

## Module Content

Outline Syllabus	1.The Role of Strategic Management 2.Identify Strategic Issues facing Companies 3.Coordinating Marketing, Project Management, Finance, Personnel & Operational Strategies 4.Evaluating & Recommending a Growth Strategy 5.Mergers and Acquisitions 6.Developing a Risk Management Strategy 7.Implementing & Evaluating Risk Management Strategies 8.Strategies to resolve stakeholder conflict 9.Performance Evaluation – Financial & Non-Financial 10.Strategies when faced with Financial Distress
Module Overview	
Additional Information	Students will be engaged in the evaluation and analysis of a Case Study requiring them to make Strategic Decisions when presented with marketing, financial, project management, personnel and operational data.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Report	100	0	MLO1, MLO2, MLO3, MLO4, MLO5, MLO6

## 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
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