

Liverpool John Moores University

Title: Strategic decision making
Status: Definitive
Code: **6727SERCBM** (129607)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Peter Barton	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	RPT	Students will be required to make Strategic Decisions when presented with marketing, financial, project management, personnel and operational data. 4500 words.	100	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

REPORT	1	2	3	4	5	6
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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*

Learning Activities

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.

Notes

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.