

Liverpool John Moores University

Title: BUSINESS TURNAROUND STRATEGY DEVELOPMENT
Status: Definitive
Code: **7002BUSBT** (108081)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Lindsey Muir	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 32.00
Total Learning Hours: 150
Private Study: 118

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	32.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100.0	

Aims

To provide students with an understanding of the key elements of the strategic management process and what the focus might be during the key stages of business turnaround.

Learning Outcomes

After completing the module the student should be able to:

- 1 Review and analyse strategic management process facing the business using key

- models and tools of strategic analysis.
- 2 Analyse the changing business environment to enable longer term strategies to be developed.
 - 3 Identify immediate actions to improve the current situation and develop an action plan to deliver immediate results for containment and improvement.
 - 4 Appreciate and evaluate the role of stakeholders in the development of the plan.
 - 5 Develop business strategies to protect, sustain and grow the business in the longer term.
 - 6 Appreciate the key issues involved in implementing strategy over the immediate and longer term.

Learning Outcomes of Assessments

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

ESSAY 1 2 3 4 5 6

Outline Syllabus

Overview of strategic management process – what is strategy and how has it developed

External and internal drivers facing the organization

Crisis management

Stakeholder analysis

Strategic choice – competitive strategy, strategic direction, methods for development

Implementation of strategy – strategic change, organizational structure and culture, leadership

Learning Activities

There will be a mix of formal input, class discussion and case study based tasks.

References

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Fundamentals of Strategy
Subtitle	
Edition	
Publisher	Pearson Education Ltd
ISBN	

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R

Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	Text and Cases
Edition	8th edition
Publisher	Pearson Education Limited
ISBN	

Course Material	Book
Author	Lynch, R
Publishing Year	2003
Title	Corporate Strategy
Subtitle	
Edition	
Publisher	Pitman Publishing
ISBN	

Course Material	Book
Author	Grant, R B
Publishing Year	2008
Title	Contemporary Strategy Analysis
Subtitle	
Edition	
Publisher	Oxford: Blackwell
ISBN	

Course Material	Book
Author	Cohan, P
Publishing Year	2008
Title	You Can't Order Change
Subtitle	Lessons from the Turnaround at Boeing
Edition	
Publisher	Portfolio Publishing
ISBN	

Course Material	Book
Author	Foster, B
Publishing Year	2008
Title	Be your own Turnaround Manager
Subtitle	A Common Sense Approach to Managing a Business Crisis
Edition	
Publisher	Two Harbours Publishing
ISBN	

Course Material	Book
Author	Slater, S, Lovett, D and Barlow, L
Publishing Year	2008

Title	Leading Corporate Turnaround
Subtitle	How Leaders Fix Troubled Companies
Edition	
Publisher	John Wiley & Sons
ISBN	

Notes

N/A