

## Liverpool John Moores University

Title: Strategic Management  
Status: Definitive  
Code: **7002BUSMGT** (120840)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
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**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 48  
**Total Learning Hours:** 200  
**Private Study:** 152

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	48

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	IND RPT	individual 1,500 words	25	
Reflection	sim report	individual reflection 3,500 on group simulation exercise	75	

### Aims

*To introduce students to the strategy process in a range of organisational contexts and assist them to acquire practical experience in dealing with strategic management issues.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the key models and tools of strategic analysis.
- 2 Critically appraise the main approaches to the achievement of competitive advantage.
- 3 Relate the origins of strategic analysis to the development of clear organisational strategy with justification and strategies selected.
- 4 Develop strategic plans that demonstrate an appreciation of structural, cultural and behavioural issues involved in successful change.
- 5 Synthesise the input of current strategic aims within the strategic decision making process.

### **Learning Outcomes of Assessments**

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

individual 1,500	1				
reflection 3,500	2	3	4	5	

### **Outline Syllabus**

*The nature and scope of strategic management in different organisational contexts and its historical development.*

*Review a range of strategic decision making styles and processes.*

*Macro and micro environmental analysis.*

*Role of market positions and resource capability in delivering and sustaining competitive advantage.*

*Corporate strategy for multi-business firms.*

*International strategy.*

*Implementation of strategy and managing strategic change.*

### **Learning Activities**

Workshops include: tutor mini lecture, discussion of current strategic management issues, strategic business simulation, case study analysis, facilitated group discussion, problem solution, application of theory to practice.

### **Notes**

Introduction to the strategy process; tools and techniques within this discipline; contextual differences which affect strategic decision making in particular organisations. Coursework is integrated into the business simulation.