Liverpool John Moores University

Title: STRATEGIC MANAGEMENT

Status: Definitive

Code: **7002BUSSM** (111518)

Version Start Date: 01-08-2011

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

Team	emplid	Leader
John Meehan		Υ

Academic Credit Total

Level: FHEQ7 Value: 20.00 Delivered 25.00

Hours:

Total Private

Learning 200 Study: 175

Hours:

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours	
Workshop	25.000	

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Strategic Planning exercise for the students enterprise (5000 words)	100.0	

Aims

- 1. Describe the elements embedded within an effective business strategy planning process
- 2. Explain the characteristics of how the strategic planning process evolves throughout the business planning cycle
- 3. Describe the key management issues within the strategic planning process and how this may impact on the key strategic business aspects

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate managerial issues of enterprises. Identify strategic management issues and problems through their development in Action Learning Sets
- 2 Conduct a strategic planning exercise
- 3 Consider the risks associated with strategic planning
- 4 Identify critical success factors (CSF's) for enterprise
- 5 Consider aspects of integration involved in strategic planning

Learning Outcomes of Assessments

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

rpt

1 2 3 4 5

Outline Syllabus

Elements embedded within an effective business strategy planning process Characteristics of how the strategic planning evolves through the business planning cycle

Key management issues in the strategic planning process and how this impacts on the key strategic aspects

Formulation of enterprise strategies and implementation of enterprise strategies New developments (such as e-commerce)

Critical success factors, financial aspects and risks in strategic planning

Learning Activities

All learning sessions will be held as Action Learning Sets

References

Course Material	Book
Author	DeWit, B and Meyer, R
Publishing Year	1994
Title	Strategy, Process, Content, Context
Subtitle	
Edition	
Publisher	West Publishing
ISBN	

Course Material	Book
Author	Eccles, R and Nohria, N
Publishing Year	1992

Title	Beyond the Hype
Subtitle	
Edition	
Publisher	Harvard Business School
ISBN	

Course Material	Book
Author	Finkelstein, S and Hambrick, D C
Publishing Year	1996
Title	Strategic Leadership
Subtitle	
Edition	
Publisher	West Publishing
ISBN	

Course Material	Book
Author	Grant R
Publishing Year	1998
Title	Contemporary Strategy Analysis
Subtitle	
Edition	2nd Edn
Publisher	Blackwell
ISBN	

Course Material	Book
Author	Johnson, G and Scholes, K
Publishing Year	1999
Title	Exploring Corporate Strategy
Subtitle	
Edition	5th Edn
Publisher	Prentice Hall
ISBN	

Notes

This module provides an approach to strategic management for enterprise. The module focus, which calls widely on the use of research and case examples, explored in Action Learning Sets, will enable participants to prepare and critically evaluate a strategic plan related to their enterprise