

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	Leader
John Meehan	Y

Academic Level: FHEQ7
Credit Value: 20.00
Total Delivered Hours: 25.00
Total Learning Hours: 200
Private Study: 175

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

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