

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT & ENTREPRENEURSHIP  
Status: Definitive  
Code: **7004HMADV** (106861)  
Version Start Date: 01-08-2014

Owning School/Faculty: Nursing and Allied Health  
Teaching School/Faculty: Nursing and Allied Health

Team	Leader
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**Academic Level:** FHEQ7      **Credit Value:** 20.00      **Total Delivered Hours:** 40.00

**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20.000
Seminar	8.000
Tutorial	2.000
Workshop	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Coursework: Debate & Discussion.	20.0	
Essay	AS2	Coursework: 4500 word assignment - Critically analyse the planning and implementation process of a work related Strategic / Business Plan	80.0	

### Aims

*To enhance entrepreneurial skills and knowledge necessary for management in health or social service and enable the student to effectively contribute to the planning and operational cycles within their own organisations.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically evaluate the need for strategic and operational planning processes used in the delivery of health and social care.
- 2 Critically discuss the relationship between national, regional and local health strategy (immediate and long-term planning)
- 3 Analyse the competition and respond to the complex environment in which health and social services operate.
- 4 Critically analyse the options and recommend strategic response to the market demands.
- 5 Demonstrate and understanding of resource allocation and control in relation to the planning and operational processes.
- 6 Explore and critically analyse the implementation of a service in relation to its strategic plan.

## **Learning Outcomes of Assessments**

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

Debate & Discussion	1	2	3			
Assignment	1	2	3	4	5	6

## **Outline Syllabus**

*Strategic Management in different contexts. Differences in management between Private and Public Sector. Compare and contrast planning in different settings.*

*Aims, Objectives and expectations of the business unit.  
Environmental scanning, Awareness of Government policies, controls, guidelines;  
Resource analysis. Resource analysis. Stakeholders expectations and SWOT Analysis.*

*Politics and Ethics in Healthcare Management*

*Strategic options, choices and operational planning:  
Local planning in relation to corporate plans. Planning for health gain  
Organisational structure & design; Centralisation Vs.devolution: Mergers & collaborative developments*

*Innovation, diversification & entrepreneurship  
Competitive advantage within managed markets  
Marketing in Health & Social care*

*Financial management and capacity Planning - resource and workforce implications to maximise outputs.*

*Information management & Risk Analysis.*

*Linking strategic and operational plans. Implementation, monitoring and evaluation of the planning process, activity levels and quality measures.*

## Learning Activities

The module will be delivered through a combination of lectures, discussions, task based group work and private study. The delivery methods will be designed to include reflection on work experience.

## References

<b>Course Material</b>	Book
<b>Author</b>	Johnson,G, Scholes, K
<b>Publishing Year</b>	2008
<b>Title</b>	Exploring corporate strategy
<b>Subtitle</b>	
<b>Edition</b>	7th
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	9780273771926

<b>Course Material</b>	Book
<b>Author</b>	Johnson,G Scholes,K
<b>Publishing Year</b>	2001
<b>Title</b>	Exploring public sector strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Martin ,E Henderson,V
<b>Publishing Year</b>	2001
<b>Title</b>	Managing in health and social care
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ginter, P

<b>Publishing Year</b>	2002
<b>Title</b>	Strategic management of healthcare organisations
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Blackwell
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Iles, V
<b>Publishing Year</b>	2005
<b>Title</b>	Really managing healthcare
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Open University Press
<b>ISBN</b>	

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## Notes

The module introduces the student to the planning process within health and social care settings. The relationships between the business plan and care delivery are explored; Application of knowledge to specimen and actual business plans will be encouraged, to enable the students to have an insight of planning issues in different care settings.