

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **7010BUSME** (111415)
Version Start Date: 01-08-2011

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

Team	Leader
Cynthia Akwei	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Summative Assessment: written report of 5000 words on an applied case study scenario.	50.0	
Essay	A2		50.0	

Aims

To introduce students to the strategy process in a range of organisational contexts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and critique the role of objectives and stakeholder theory in the strategic management process.
- 2 Critically evaluate the key models and tool of strategic analysis.
- 3 Critically appraise the main approaches to the achievement of competitive advantage.
- 4 Relate the origins of strategic analysis to the development of clear organizational strategy with justification and strategies selected.
- 5 Develop strategic plans for the development of strategies that demonstrates an appreciation of structural, cultural and behavioural issues involved in successful change.
- 6 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:

presentation	1	2	3	4	5	6
essay	1	2	3	4	5	6

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, eg. cultural, planning, command, incrementalist.

Role of market positions and resource capability in delivering competitive advantage. Competitor and market analysis techniques.

Strategic capability analysis.

Sources and sustainability of competitive advantage.

Implementation of strategic change.

Learning Activities

Combination of workshops and mini lectures.

References

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	
Edition	8th edition
Publisher	FT Prentice Hall

ISBN	
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Course Material	Book
Author	DeWit, B and Meyer, R
Publishing Year	2004
Title	Strategy
Subtitle	process, content, context
Edition	3rd edition
Publisher	Thomson
ISBN	

Course Material	Book
Author	Mintzberg, H, Lampel, J, Quinn, J B and Ghoshal, S
Publishing Year	2003
Title	The Strategy Process
Subtitle	
Edition	4th edition
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Baker, D
Publishing Year	2007
Title	Strategic Change Management in Public Sector Organisations
Subtitle	
Edition	
Publisher	Oxford, Chandos Publishing
ISBN	

Course Material	Book
Author	Grant, R M
Publishing Year	2007
Title	Contemporary Strategy Analysis
Subtitle	
Edition	6th edition
Publisher	Blackwell Publishers
ISBN	

Course Material	Book
Author	Hill, C W L
Publishing Year	2007
Title	Strategic Management
Subtitle	An Integrated Approach
Edition	
Publisher	Houghton Mifflin
ISBN	

Course Material	Book
Author	Crane, A and Matten, D
Publishing Year	2007
Title	Business Ethics
Subtitle	
Edition	
Publisher	Oxford University Press
ISBN	

Course Material	Book
Author	Dicken, P
Publishing Year	2007
Title	Global Shift
Subtitle	Mapping the Changing Contours of the World Economy
Edition	5th edition
Publisher	SAGE London
ISBN	

Course Material	Book
Author	Trevino, L K and Nelson, K A
Publishing Year	2004
Title	Managing Business Ethics
Subtitle	
Edition	
Publisher	John Wiley & Sons
ISBN	

Notes

Introduction to the strategy process; tools and techniques used within this discipline; contextual differences which affect strategic decision making in particular organisations.