

Liverpool John Moores University

Title: Managing Strategy
Status: Definitive
Code: **7013LBSMGT** (128082)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Muhammad Nawaz	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	pres	presentation	40	
Report	report	Report case study	60	

Aims

"To explore strategy from the perspective of all management levels, focusing on the different types and elements of strategy and ways in which they are created and managed. This module focuses more on the knowledge and contribution required by managers generally rather than the specialist seeking to work in a corporate strategy department."

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically examine the evolving concept of strategy from an organisational perspective
- 2 Critically evaluate the nature and sources of competitive advantage
- 3 Explain how strategy may be created, implemented and realised at different organisational levels
- 4 Formulate a strategy for a whole or part of a selected organisation
- 5 Critically evaluate business strategies in different contexts

Learning Outcomes of Assessments

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

Presentation	1	2	3	
3000 word Report	1	3	4	5

Outline Syllabus

- 1. Introducing strategy and associated key concepts*
- 2. Organisational purpose, mission, vision, values, business models and corporate social responsibility*
- 3. Types and levels of strategy (functional, business, corporate, international etc)*
- 4. Generic strategies and competitive advantage*
- 5. Perspectives on strategy (positioning and the resource-based view, core competencies and capabilities)*
- 6. Business strategies in different industry and sectoral contexts*
- 7. Technology enabled strategy*
- 8. Evaluating the environment (External: industry, PESTLE, opportunity and threat analysis and Internal: resources and capabilities - strengths and weaknesses)*
- 9. How strategy is created at different levels in the organisation*
- 10. Implementing and managing strategy (strategic control)*

Learning Activities

The delivery of this module will be via workshops which combines short lectures, case studies, videos, class discussion, problem solving exercises and self-directed learning.

Notes

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