

Summary Information

Module Code	7013LBSMGT
Formal Module Title	Managing Strategy
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Moustafa Haj Youssef	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Workshop	44
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Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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."
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically examine the evolving concept of strategy from an organisational perspective
MLO2	Critically evaluate the nature and sources of competitive advantage
MLO3	Explain how strategy may be created, implemented and realised at different organisational levels
MLO4	Formulate a strategy for a whole or part of a selected organisation
MLO5	Critically evaluate business strategies in different contexts

Module Content

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)

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Presentation	40	0	MLO3, MLO1, MLO2
Report	3000 word Report	60	0	MLO3, MLO1, MLO5, MLO4