

## Liverpool John Moores University

Title: Strategic Management  
Status: Definitive  
Code: **7015BUSIHR** (124690)  
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Helen Collins	Y

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 33  
**Total Learning Hours:** 200      **Private Study:** 167

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Online	11
Workshop	22

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2,500 word count, case study based assessment with a report.	100	

### Aims

*To critically appraise organisational strategy and context recognising market positioning and organisational capacity.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise and evaluate academic literature on Strategic Management.
- 2 Analyse options and alternatives to respond to organisational context and environmental issues.
- 3 Make recommendations on strategic direction supported by literature and analysis of organisational context.

### **Learning Outcomes of Assessments**

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

Case Study	1	2	3
------------	---	---	---

### **Outline Syllabus**

*Introduction to Strategic Management theory.*  
*Analysis and application of Strategic Management models.*  
*Strategic Management models in context.*  
*Organisational governance.*  
*Stakeholder analysis in strategic planning.*  
*Impact of market positioning on Strategic Management.*  
*Resources and capacity in a strategic context.*  
*Strategic responses to a changing environment.*  
*Power and Leadership in developing strategy.*  
*Knowledge and technology in strategic management.*  
*Critical case study analysis.*

### **Learning Activities**

Participative workshops to identify key areas of theory and literature. Practical and participative workshops developing critical skills to analyse use of theory and literature within an organisational context.

### **Notes**

This module has been specifically designed for the MSc in Management and HR.