

Liverpool John Moores University

Title: STRATEGIC MANAGEMENT
Status: Definitive
Code: **7020BUSME** (116659)
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Andrew Doyle	Y

Academic Level: FHEQ7
Credit Value: 15
Total Delivered Hours: 39
Total Learning Hours: 150
Private Study: 111

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Workshop	39

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Written report of 4,500 words on an applied case study scenario.	100	

Aims

To introduce students to the strategic management process in a range of organisational contexts which integrates the other modules and provides a platform for the practice and study of business activities.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and critique the role of objectives, corporate governance and stakeholder theory in the strategic management process.
- 2 Critically evaluate the key models and tools of strategic analysis including current strategic thinking.
- 3 Relate the origins of strategic analysis to the development of clear organisational strategy with justification and evaluation of the impact strategy developed.
- 4 Appraise and select policies for implementation of strategy that demonstrate an appreciation of structural, cultural and behavioural issues involved in successful change.
- 5 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:

ESSAY	1	2	3	4	5
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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 and processes.*
- *Macro and micro environmental analysis.*
- *Strategic capability analysis.*
- *Strategic Purpose.*
- *Role of market positions and resource capability in delivering and sustaining competitive advantage.*
- *Corporate strategy for the multi-business firms.*
- *International Strategy.*
- *Implementation of strategy and managing strategic change.*

Learning Activities

Workshops, to include: tutor mini lecture, discussion of current business and management theories, case study analysis, reflection on learning experiences, facilitated group discussion, group problem solution, application of theory to practice, the giving and receiving of feedback.

Notes

This module will introduce students to the strategy process; tools and techniques used within this discipline and contextual differences which affect strategic decision making in particular organisations.

The 100% written coursework on an applied case study scenario will enable the students to develop practical skills in the strategic management process that will benefit them in their workplaces. Through the case study analysis, students will develop skills in the application of the models and tools of strategic management,

make and justify their decisions. Developmental feedback will be given after case study analysis to build a good foundation for the final coursework.