

## Liverpool John Moores University

Title: MANAGING IN A STRATEGIC BUSINESS CONTEXT  
Status: Definitive  
Code: **7046BUSHM** (111482)  
Version Start Date: 01-08-2011

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

Team	Leader
Charlotte Tommins	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 48.00  
**Total Learning Hours:** 150  
**Private Study:** 102

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	26.000
Workshop	20.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination unseen	60.0	2.00
Report	AS2	Coursework	40.0	

### Aims

*To provide knowledge and understanding of the major contexts within which organisations operate across a range of business sectors in which Personnel and Development professionals work. To evaluate the impact of the external business environment and a range of stakeholders on organisation choice and strategy.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Synthesise different concepts of strategy and how these impact on organisational choices, perspectives and approaches to meeting business objectives.
- 2 Analyse and critically appraise the major features of the macro and micro environment and regulatory framework within which organisations function. Evaluate the impact of these upon UK organisations.
- 3 Evaluate the often conflicting interests of organisational stakeholders and their impact upon organisation strategy in a range of business sectors.
- 4 Critically appraise the relevance of concepts of ethics and corporate social responsibility to contemporary organisations.
- 5 Analyse key demographic and labour market trends, evaluating their implications for organisational strategy in a range of business sectors.

### Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5
CW	1	2			

### Outline Syllabus

*Strategy Development*  
*The Competitive environment*  
*Labour Market and demographic trends*  
*Corporate Social Responsibility & ethical issues*  
*Government policy*  
*Regulation & legislation*

### Learning Activities

Lecture/Workshop format including study block. Students will be required to apply their knowledge within varying organizational contexts. Case studies will be used to assist in this process and students will discuss, where appropriate, the approaches used in their employing organization.

### References

<b>Course Material</b>	Book
<b>Author</b>	Farnham, D
<b>Publishing Year</b>	2005
<b>Title</b>	Managing in a Strategic Business Context
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	(2nd ed), CIPD, London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G. et al
<b>Publishing Year</b>	2009
<b>Title</b>	Fundamentals of Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Pearson Education, Harlow
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Kew, J. & Stredwick, J
<b>Publishing Year</b>	2008
<b>Title</b>	Business Environment Managing in a Strategic context
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	(2nd ed) CIPD, London.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Pilbeam, S. & Corbridge, M.
<b>Publishing Year</b>	2006
<b>Title</b>	People Resourcing – Contemporary HRM in practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	(3rd ed), Pearson Education, Harlow.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Taylor, S.
<b>Publishing Year</b>	2008
<b>Title</b>	People Resourcing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	(4th ed), CIPD, London
<b>ISBN</b>	

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## Notes

This module is only available as part of the Certificate in Business Management Programme.