

## Module Information

2022.02, Approved

### Summary Information

Module Code	7102LODMBA
Formal Module Title	Exploring Strategy for Organisations
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

### Learning Methods

Learning Method Type	Hours
Workshop	72

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks
SEP_NS-MTP	MTP	September (Non-standard start date)	12 Weeks

### Aims and Outcomes

Aims	This module will enable students to understand the strategic vision, strategic planning processes and behaviours that create sustainable and high performing organisations. They will develop the ability to analyse internal capabilities and resources to respond to the external environment taking into account global perspectives, social, technological and policy implications to build a robust strategic plan.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Apply critical understanding of strategic processes, theories and frameworks.
MLO2	2	Critically appraise the external environment, global or wider macro-economic and political environment within which the organisation operates.
MLO3	3	Recognize internal capabilities, organisational structures, resources and business modelling including CSR, sustainability, governance, ethics and accountability in relation to the organisations strategic approach to value creation.
MLO4	4	Evaluate key strategic business choices in the organisation.

### Module Content

Outline Syllabus	Strategic leadership roles and responsibilities Mission, vision and values for sustainable organisations Governance, social responsibility, (CSR) and business ethics Understanding business structures, strategic position and choices Macro / external environment analysis PESTEL Understanding context, industry and sector analysis of competitors and markets Internationalisation and the impact of globalisation on businesses Identifying and assessing resources and capabilities for long term sustainability (Inc. people) Finance strategy to meet objectives, investment, performance and measures Digital and technological considerations on strategy Application, measurement and evaluation of strategic plans
Module Overview	
Additional Information	Part of MBA For Students on the Apprenticeship (SLMDA - 36518) the following standards are covered - A9 Uses horizon scanning and conceptualisation to deliver high performance strategies focusing on growth/sustainable outcomes A10 Sets a clear agenda and gain support from stakeholders A11 Able to undertake research and critically analyse and integrate complex information C1/C2/C3/C4 Understands ethics and values-based leadership; regulatory environments, legal, health and safety and well-being and compliance requirements; corporate social responsibility; risk management, environmental impact and cyber security C8 Challenges strategies and operations in terms of ethics responsibility, sustainability, resource allocation and business continuity/risk management C9/C10/C11 Applies principles relating to corporate social responsibility, governance, regulatory compliance. Drives a culture of resilience and supports development of new enterprise and opportunities D1/D2/D3 Understands financial strategies including scenarios, modelling and identifying trends; application of economic theory to decision-making, and how to evaluate financial and non-financial information D4/D5 Understands financial governance and legal requirements; and procurement strategies G2/G3 Has knowledge of the external political environment and how to use diplomacy with diverse groups of internal and external stakeholders H2 Judgement and challenge H3 Courage and Curiosity H5 Professional

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	50	0	MLO1, MLO2
Report	Report 3,000 word max	50	0	MLO1, MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Julie Marshall	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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