

Liverpool John Moores University

Title: Exploring Strategy for Organisations
Status: Definitive
Code: **7102LODMBA** (128236)
Version Start Date: 01-08-2021

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

Team	Leader
Moataz Alhilou	Y

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 72
Total Learning Hours: 300 **Private Study:** 228

Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Workshop	72

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Presentati	presentation during workshop	50	
Report	Report	written report 3,000 word max	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply critical understanding of strategic processes, theories and frameworks.
- 2 Critically appraise the external environment, global or wider macro-economic and political environment within which the organisation operates.
- 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.
- 4 Evaluate key strategic business choices in the organisation.

Learning Outcomes of Assessments

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

Presentation	2	1	
Report 3,000 word max	4	1	3

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

Learning Activities

Days session will have an action-learning core with tutor input and flipped classroom environments. Critique of application of theory to practice and critical reflection.

Notes

Part of MBA