

Summary Information

Module Code	7130ECBM
Formal Module Title	Strategic Business Planning and Finance
Owning School	Business and Management
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
European College of Business Management

Learning Methods

Learning Method Type	Hours
Workshop	45

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To provide the students with a critical understanding of how to review current organisational management strategies and the skills to develop a strategic plan in an organisational context. To provide the student with the skills to critically apply financial principles relevant to strategic management in an organisational context including forecasting, capital appraisal, budgeting, financial appraisal and analysis. To provide the student with the critical understanding and skills to support active engagement in the process of strategic marketing in an organisational context.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	critically understand the external environment affecting the organisation
MLO2	critically review existing business plans and strategies and develop options for strategic planning
MLO3	construct, plan for implementation and critically examine factors affecting an organisational strategic plan.
MLO4	demonstrate understanding of cost and pricing concepts
MLO5	apply financial forecasting techniques and propose budgets, recommending cost reduction and management processes for an organisation
MLO6	use financial appraisal techniques to make strategic investment decisions and critically interpret financial statements for strategic planning.

Module Content

Outline Syllabus

External environmental factors and responding to change in these factors
Business plans and strategies
Vision and mission statements, objective setting at strategic level
Role of strategy marketing
Link between strategic marketing and corporate strategy
Models of strategic marketing
Links between strategic positioning and marketing tactics
Costing and pricing
Financial forecasting techniques
Budgets and budgetary process
Financial monitoring techniques
Activity based costing
Investment appraisal
Financial statements
Financial ratios and interpretation - ratio analysis

Module Overview

Additional Information

This module takes an holistic view of strategic planning- focusing on the foundations of planning (the first assessment requires students to evaluate case studies about external factors to business and interpret company reports). The module uses strategic marketing and finance elements to focus on these two key elements of strategic planning - an in the process equips students with a critical understanding of how these aspects are interlinked in the organisation's overall strategic plan. The students will acquire skills in financial appraisal and an understanding of the inter-linkages between the world of marketing, finance and strategic planning. The final result is an integrated, holistic, strategic plan based on a case study.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	20 min group presentation	40	0	MLO2, MLO1, MLO3
Report	2,500 word strategic plan	60	0	MLO6, MLO4, MLO5, MLO3