

Liverpool John Moores University

Title: STRATEGIC BUSINESS PLANNING AND FINANCE
Status: Definitive
Code: **7130ECBM** (122270)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: European College of Business Management

Team	Leader
Graham Harman-Baker	Y

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 45
Total Learning Hours: 300 **Private Study:** 255

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	45

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	gp pres	20 min group presentation on the external factors affecting a case study organisation and reviewing past business reports and plans for that organisation	40	
Report	plan	2,500 word individual strategic plan, incorporating finance, based on a case study approach	60	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 critically understand the external environment affecting the organisation
- 2 critically review existing business plans and strategies and develop options for strategic planning
- 3 construct, plan for implementation and critically examine factors affecting an organisational strategic plan.
- 4 demonstrate understanding of cost and pricing concepts
- 5 apply financial forecasting techniques and propose budgets, recommending cost reduction and management processes for an organisation
- 6 use financial appraisal techniques to make strategic investment decisions and critically interpret financial statements for strategic planning.

Learning Outcomes of Assessments

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

20 min group presentation	1	2	3		
2,500 word strategic plan	3	4	5	6	

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

Learning Activities

Lectures, group work, workshops and seminars focusing on case study analysis / videos/ private study.

Notes

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.