

**Summary Information**

<b>Module Code</b>	7131ECBM
<b>Formal Module Title</b>	Strategic Business Finance
<b>Owning School</b>	Business and Management
<b>Career</b>	Postgraduate Taught
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 7
<b>Grading Schema</b>	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**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
European College of Business Management

## Learning Methods

Learning Method Type	Hours
Workshop	36

## Module Offering(s)

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

## Aims and Outcomes

<b>Aims</b>	To provide the students with a critical understanding of how to review current organisational management strategies and the skills to analyse financial plans 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.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate an understanding of the contribution of finance functions to strategic planning, its impact on decision-making and the allocation of resources
MLO2	Demonstrate understanding of cost and pricing concepts
MLO3	Apply financial forecasting techniques and propose budgets, recommending cost reduction and management processes for an organisation
MLO4	Use financial appraisal techniques to make strategic investment decisions and critically interpret financial statements for strategic planning.

## Module Content

### Outline Syllabus

Understanding financial statements  
Management information systems  
Organisational budgets and the budgetary process  
Budgetary planning and control  
The contribution of financial and management accounting to strategic and operational decisions  
Long and short term decision making  
Investment appraisal  
Costing and pricing  
Financial forecasting techniques  
Financial monitoring techniques

## 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 - and 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, MLO3, MLO1
Report	2,500 word strategic plan	60	0	MLO3, MLO4