

#### Summary Information

Module Code	7203LODMS
Formal Module Title	Strategy and Change
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	20
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	48

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
APR-MTP	MTP	April	12 Weeks
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks

#### Aims and Outcomes

Aims	This module aims to introduce theories of strategy formulation, implementation and change. The module will equip students to practically apply external and internal analysis, use methods, tools and models to identify needs for change, and initiate it within organisations to maintain competitive advantage.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Developing an understanding of strategic management formulation, implementation and change, their overall processes and their importance.
MLO2	2	Ability to analyse and evaluate external environment and internal capabilities of an organisation and identify, exploit and implement strategic choices that would best support change that could achieve sustainable strategic advantage.
MLO3	3	Ability to develop a strategic plan for change and implement it by analysing internal condition, and having the suitable structure to implement the appropriate business and corporate strategies, and performance management system for continuous improvement.
MLO4	4	Critically evaluate current and contemporary theories and practices on managing strategic change to develop, implement, and maintain sustainable competitive advantage.

### Module Content

Outline Syllabus	1) What is strategy formulation, implementation and change? 2) External analysis (Analyse Industry, Strategy group, and Competitors) 3) Internal analysis (Internal audit, Business strategy, Corporate strategy, and structure for implementation) 4) Current and contemporary theories and practices of managing strategic change and continuous improvement for sustainable competitive advantage
Module Overview	This module introduces you to theories of strategy formulation, implementation and change. The module will equip students to practically apply external and internal analysis, use methods, tools and models to identify needs for change, and initiate it within organisations to maintain competitive advantage.
Additional Information	This module is part of the MSc Programme. For Students on the Apprenticeship (SLMDA - 36519) the following standards are covered – A1 Knows how to shape organisational vision, culture and values A2/A3/A4/A5/A6/A7 Understands organisational structures; business modelling, diversity, global perspectives, governance and accountability; the external environment, social, technological and policy implications A8 Understands new market strategies, changing customer demands and trend analysis A9 Uses horizon scanning and conceptualisation to deliver high performance strategies focusing on growth/sustainable outcomes B3 Understands drivers of change and new ways of working across infrastructure, processes, people and culture and sustainability C3 Understand corporate social responsibility C8 Challenges strategies and operations in terms of ethics responsibility, sustainability, resource allocation and business continuity/risk management D3 Understands how to evaluate financial and non-financial information G2/G3 Has knowledge of the external political environment and how to use diplomacy with diverse groups of internal and external stakeholders

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Presentation	50	0	MLO2, MLO3

Report	Report	50	0	MLO1, MLO2, MLO4, MLO3
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## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Kevin Flinn	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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