

Liverpool John Moores University

Title: Strategic Management
Status: Definitive
Code: **7209TEFMA** (120918)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Takamitsu Jimura	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 21
Total Learning Hours: 200
Private Study: 179

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Tutorial	1

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay - 2,500 words	50	
Presentation	AS2	Group Presentation - (30 minutes)	50	

Aims

This module introduces students to the strategic management process related to a range of international tourism contexts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate approaches to strategic management in relation to tourism organisations.
- 2 Appraise, select and justify options for strategic change in an international tourism organisation.

Learning Outcomes of Assessments

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

AS1	1
AS2	2

Outline Syllabus

The nature, development and scope of strategic management in the context of tourism organisations; the strategic planning process; the management of strategic change and the implementation of strategy.

Learning Activities

Students will receive a series of lectures/seminars on the nature, development and scope of strategic management and to facilitate their production of a proposal for strategic change in an international tourism organisation.

Notes

This module introduces students to the strategic management process related to a range of international tourism contexts.