

## Liverpool John Moores University

Title: Strategy for Market Performance  
Status: Definitive  
Code: **7252BUSME** (123625)  
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Andrew Doyle	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 48  
**Total Learning Hours:** 200  
**Private Study:** 152

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	48

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Assignment	5,000 words	100	

### Aims

*To enable students to develop meaningful and effective strategic responses and implementation plans across the entire organisation, after undertaking comprehensive strategic analysis of specific business environments.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate current research and advanced scholarship in relation to strategy and strategies for effective organisational market performance
- 2 Evaluate and critique the organisational barriers to market focused integrated management and how these barriers can be overcome
- 3 Design, implement and manage strategic internal marketing programmes.
- 4 Critically reflect on the leadership role of developing strategy and strategies within their organisation

**Learning Outcomes of Assessments**

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

Report and Critical Review	1	2	3	4
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**Outline Syllabus**

- The nature of strategy*
- Market orientated management*
- Internal marketing and the elimination of management silos*
- Developing and implementing meaningful, relevant and timely strategies*
- Embed strategic thinking throughout the organisation*

**Learning Activities**

Seminars to include tutor input, student presentations, critiquing of application of theory to practice, critical reflection and reflective and reflexive practice.

**Notes**

This core module compliments Business Environment and Analysis (7251BUSME), by providing the focus of strategic development and implementation.

The module is intended to allow students to share the classroom with students on the MBA Executive Development equivalent module, 7352BUSME, in response to student feedback.