

## Liverpool John Moores University

Title: Strategy for Market Performance  
Status: Definitive  
Code: **7352BUSME** (123790)  
Version Start Date: 01-08-2019

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: Semester 1

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 develops students from the earlier core module, Business Environment and Analysis (7051BUSME), by providing the focus of strategic development and implementation. It should be studied after 7051BUSME.