

Liverpool John Moores University

Title: MANAGING STRATEGY
Status: Definitive
Code: **7501EBMMS** (119140)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: European College of Business Management

Team	Leader
Cynthia Akwei	Y

Academic Level: FHEQ7
Credit Value: 15
Total Delivered Hours: 38
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual piece of written coursework (3,000 words).	50	
Exam	AS2	Closed book examination	50	2

Aims

To introduce students to the strategy process in a range of organisational contexts and assist them to acquire practical experience in dealing with strategic issues.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and critique the role of objectives and stakeholder theory in the strategic management process.
- 2 Critically evaluate the key models and tool of strategic analysis.
- 3 Critically appraise the main approaches to the achievement of competitive advantage.
- 4 Relate the origins of strategic analysis to the development of clear organisational strategy with justification and strategies selected.
- 5 Develop strategic plans for the development of strategies that demonstrates an appreciation of structural, cultural and behavioural issues involved in successful change.
- 6 Synthesise the input of current strategic aims within the strategic decision-making process.

Learning Outcomes of Assessments

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

REPORT	1	2	3	4	
EXAM	1	3	4	5	6

Outline Syllabus

- *The nature and scope of managing strategy in different organisational contexts and its historical development.*
- *Review a range of strategic decision making styles and processes.*
- *Macro and micro environmental analysis.*
- *Strategic capability analysis.*
- *Role of market positions and resource capability in delivering and sustaining competitive advantage.*
- *Corporate strategy for the multi-business firms.*
- *Implementation of strategy and managing strategic change.*

Learning Activities

Combination of workshops, business simulations and mini lectures.

Notes

Introduction to the strategy process; tools and techniques used within this discipline; contextual differences which affect strategic decision making in particular organisations.

Coursework would be integrated into the business simulations.