

Liverpool John Moores University

Title: MANAGEMENT AND STRATEGY
Status: Definitive
Code: **7502BM** (103483)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Dublin Business School

Team	Leader
Graham Padgett	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 38.00
Total Learning Hours: 150
Private Study: 112

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	24.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Presentation	50.0	
Exam	AS2	Group presentation	50.0	2.00

Aims

- To provide students with appropriate exposure to the various significant trends of thinking and research on the role of management and managers in an international context
- To critically appraise management concepts theory and best practice
- To critically appraise concepts associated with decision making and communication in management
- To examine, evaluate and apply key concepts, ideas and best practice associated

with Strategy and Strategy formulation in the global context

- *To survey and discuss critically a range of specific themes arising for twenty-first century organizations seeking new sources of competitive advantage*
- *To develop skills in situation analysis, planning, decision making, communicating and controlling through the application of concepts in practical settings*

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the role of managers in meeting the challenges of the modern competitive organization and their role in creating new sources of advantage
- 2 Analyse the management process
- 3 Evaluate the key concepts associated with decision making communication and control in management employing a range of strategic decision making models and applying selection of strategic choice frameworks to generate and evaluate an organisation's strategic options
- 4 Develop and evaluate plans for the implementation of strategies demonstrating understanding of the cultural, structural and behavioural issues involved in successful change
- 5 Evaluate the impact on strategic decision making of a range of current significant issues facing organizations seeking competitive advantage
- 6 Develop the skills required of managers in modern competitive organizations especially inter-personal and participative ones

Learning Outcomes of Assessments

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

ESSAY	1	2	3	4	5	6
EXAM	1	2	3	4	5	6

Outline Syllabus

Sessions will be interactive and will incorporate lectures, individual and group activities. Use will be made of videos, case studies and project management software.

- *Introduction to management and managerial work*
- *Control, Structure and Culture in organisations (Commitment-based strategies and performance management)*
- *Analysis of the organization within a complex environment, the planning and control response*
- *Strategic formulation process (Competitive Advantage)*
- *Decision making process, including strategic decisions*
- *Generating and selecting strategic options*
- *Change management: Implementing Strategy (Directions, Methods)*

- *Communicating, (Communication ICT and Strategy)*
- *Performance Management (Ideas and limitations)*
- *Corporate Social Responsibility and Ethics in Management*
- *Globalisation and Globalised companies (managing in international organizations)*
- *Operations, planning and scheduling (contribution to competitive advantage)*
- *Course Retrospection and group presentations*

Learning Activities

Lectures, seminars, case studies.

References

Course Material	Book
Author	Naylor, John
Publishing Year	2002
Title	Management
Subtitle	
Edition	
Publisher	London, Pearson Publishing
ISBN	

Course Material	Book
Author	Boddy, David
Publishing Year	2008
Title	Management, an introduction
Subtitle	
Edition	
Publisher	(4th edition) Prentice Hall
ISBN	

Course Material	Book
Author	Johnson, G., Scholes, K. and Whittington, R
Publishing Year	2008
Title	Exploring Corporate Strategy
Subtitle	
Edition	
Publisher	(8th edition) FT Prentice Hall
ISBN	

Course Material	Book
Author	Lynch, R
Publishing Year	0
Title	Corporate Strategy

Subtitle	
Edition	
Publisher	(4th edition), FT Prentice Hall
ISBN	

Notes

ESSAY AND EXAM