

Summary Information

Module Code	7502DIMMGT
Formal Module Title	Strategic Management
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

Learning Methods

Learning Method Type	Hours
Workshop	40

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

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 management issues.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the key models and tools of strategic analysis.
MLO2	2	Critically appraise the main approaches to the achievement of competitive advantage.
MLO3	3	Relate the origins of strategic analysis to the development of clear organisational strategy with justification and strategies selected.
MLO4	4	Develop strategic plans that demonstrate an appreciation of structural, cultural and behavioural issues involved in successful change.
MLO5	5	Synthesise the input of current strategic aims within the strategic decision making process.

Module Content

Outline Syllabus	The nature and scope of strategic management in different organisational contexts and its historical development. Review a range of strategic decision making styles and processes. Macro and micro environmental analysis. Role of market positions and resource capability in delivering and sustaining competitive advantage. Corporate strategy for multi-business firms. International strategy. Implementation of strategy and managing strategic change.
Module Overview	
Additional Information	Introduction to the strategy process; tools and techniques within this discipline; contextual differences which affect strategic decision making in particular organisations. Coursework is integrated into the business simulation.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	individual 1,500	25	0	MLO1
Reflection	reflection 3,500	75	0	MLO2, MLO3, MLO4, MLO5

Module Contacts