

Exploring Strategy for Organisations

Module Information

2022.01, Approved

Summary Information

Module Code	7502UNIMBA
Formal Module Title	Exploring Strategy for Organisations
Owning School	Business and Management
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	72

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	28 Weeks

Aims and Outcomes

Aims	This module will enable students to understand the strategic vision, strategic planning processes and behaviours that create sustainable and high performing organisations. They will develop the ability to analyse internal capabilities and resources to respond to the external environment taking into account global perspectives, social, technological and policy implications to build a robust strategic plan
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply critical understanding of strategic processes, theories and frameworks.
MLO2	2	Critically appraise the external environment, global or wider macro-economic and political environment within which the organisation operates.
MLO3	3	Recognize internal capabilities, organisational structures, resources and business modelling including CSR, sustainability, governance, ethics and accountability in relation to the organisations strategic approach to value creation.
MLO4	4	Evaluate key strategic business choices in the organisation.

Module Content

Outline Syllabus	Strategic leadership roles and responsibilities Mission, vision and values for sustainable organisations Governance, social responsibility, (CSR) and business ethics Understanding business structures, strategic position and choices Macro / external environment analysis PESTEL Understanding context, industry and sector analysis of competitors and markets Internationalisation and the impact of globalisation on businesses Identifying and assessing resources and capabilities for long term sustainability (Inc. people) Finance strategy to meet objectives, investment, performance and measures Digital and technological considerations on strategy Application, measurement and evaluation of strategic plans
Module Overview	
Additional Information	Part of MBA

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO2, MLO1
Report	Report 3,000 word	70	0	MLO4, MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Fiona Armstrong-Gibbs	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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