

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **7503FTKME** (106489)  
Version Start Date: 01-08-2011

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Cynthia Akwei	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	12.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework: 50% Individual coursework	50.0	
Exam	AS2	Examination: 50% Case based examination 3(hrs)	50.0	2.00

### Aims

*To introduce students to the strategy process in a range of organisational contexts.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Explain and use a range of strategic decision making models.
- 2 Use a range of strategic choice frameworks used to generate and evaluate an organisation's strategic options.
- 3 Develop plans for the implementation of strategies that show understanding of the cultural, structural and behavioural issues involved in successful change.

### Learning Outcomes of Assessments

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

ESSAY	1		
EXAM	1	2	3

### 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, eg. cultural, planning, command, incrementalist.*

*Role of market positions and resource capability in delivering competitive advantage. Competitor and market analysis techniques.*

*Strategic capability analysis.*

*Sources and sustainability of competitive advantage.*

*Implementation of strategic change.*

### Learning Activities

Combination of workshops, mini lectures and seminars.

### References

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G., Scholes, K. and Whittington, R.
<b>Publishing Year</b>	2005
<b>Title</b>	Exploring Corporate Strategy'
<b>Subtitle</b>	
<b>Edition</b>	7th Ed.
<b>Publisher</b>	FT Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	DeWit, B. and Meyer, R.
<b>Publishing Year</b>	2004
<b>Title</b>	'Strategy

<b>Subtitle</b>	process, content, context'
<b>Edition</b>	3rd Ed.
<b>Publisher</b>	Thomson
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Mintzberg, H., Lampel, J., Quinn, J. B. and Ghoshal, S.
<b>Publishing Year</b>	2003
<b>Title</b>	'The Strategy Process
<b>Subtitle</b>	
<b>Edition</b>	4th Ed.
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

### Notes

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

Coursework will be assessed and returned to the students in advance of the examination, consequently feedback can be given during the module.