

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **7505ANGBM** (100361)  
Version Start Date: 01-08-2011

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

Team	Leader
John Meehan	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 32.00  
**Total Learning Hours:** 150  
**Private Study:** 118

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	32.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	The module is assessed by a written project of approximately 6000 words produced by a group of 3 to 6 participants. The project is to be presented to the managing director and a group of senior managers at Anglesey CC. Included in the assessment is an individual piece of work reflecting on the learning from this module.	100.0	

### Aims

*To equip participants with the knowledge and skills to evaluate public service strategic management and management process within the context of the prevailing*

*external environment.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Evaluate the strategic management processes in the context of contemporary local government external and internal factors.
- 2 Analyse the local authority operating environment.
- 3 Articulate the importance of obtaining and sustaining 'best value'.
- 4 Develop a strategic plan.
- 5 Use aspects of the underpinning knowledge provided in the module to explain, and if appropriate, resolve a practical problem or issue relating to strategic management in local government.

## **Learning Outcomes of Assessments**

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

Presentation                      1    2    3    4    5

## **Outline Syllabus**

*Pragmatic perspectives on strategic planning.*  
*Tools for analysing the operating environment.*  
*External and internal critical success factors for Best Value.*  
*Strategy formulation process.*  
*Strategy option screening.*  
*Strategy implementation.*

## **Learning Activities**

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## **References**

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G and Scholes, K
<b>Publishing Year</b>	2006
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	7th edition
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Scholes, K and Johnson, G
<b>Publishing Year</b>	2000
<b>Title</b>	Exploring Public Sector Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lane, J E
<b>Publishing Year</b>	1995
<b>Title</b>	The Public Sector
<b>Subtitle</b>	Concepts Models and Approaches
<b>Edition</b>	
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	

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## Notes

Relationship between learning outcomes and assessment tasks:

The mark awarded to the group project will be multiplied by the number of participants in the group.

This module provides an integrative approach to strategic management in local government.

The module is available only as part of the Anglesea County Council postgraduate Diploma in Management.