

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **7505ANGHR** (119800)  
Version Start Date: 01-08-2013

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

Team	Leader
Peter Cureton	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
Workshop	32.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	One group 3000 word coursework relating to the student workplace (this will include a formal presentation to management and an individual reflective element)	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 Critically evaluate the strategic management processes in the context of contemporary local government external and internal factors.
- 2 Evaluate the importance of obtaining and sustaining 'best value'.
- 3 Recognise and develop knowledge of strategic planning.
- 4 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:

Pres and Individual Reflection	1	2	3	4
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## 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

Workshop

## References

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G; Scholes, K and Whittington, R
<b>Publishing Year</b>	2008
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	8th 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>	2001
<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

This is part of the Diploma in Change Management held at IoACC