

## Liverpool John Moores University

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Title: Strategic Management  
Status: Definitive  
Code: **7506HSUITM** (126705)  
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Hoa Sen University

Team	Leader
Nick Wise	Y

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 21

**Total Learning Hours:** 200      **Private Study:** 179

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Tutorial	1

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay - 2,500 words	50	
Presentation	AS2	Group Presentation - (30 minutes)	50	

### Aims

*This module introduces students to the strategic management process related to a range of international tourism contexts.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate approaches to strategic management in relation to tourism organisations.
- 2 Appraise, select and justify options for strategic change in an international tourism organisation.

### **Learning Outcomes of Assessments**

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

AS1	1
AS2	2

### **Outline Syllabus**

*The nature, development and scope of strategic management in the context of tourism organisations; the strategic planning process; the management of strategic change and the implementation of strategy.*

### **Learning Activities**

Students will receive a series of lectures/seminars on the nature, development and scope of strategic management and to facilitate their production of a proposal for strategic change in an international tourism organisation.

### **Notes**

This module introduces students to the strategic management process related to a range of international tourism contexts.