

Liverpool John Moores University

Title: MANAGING STRATEGY
Status: Definitive
Code: **7507EBMMI** (116403)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Euro College Bus & Mgmt

Team	Leader
Roger Pegum	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
Report	AS1	Individual piece of written coursework (3,000 words).	50.0	
Exam	AS2	Closed book examination	50.0	2.00

Aims

To introduce students to the strategy process in a range of organisational contexts and assist them to acquire practical experience in dealing with strategic issues.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise and critique the role of objectives and stakeholder theory in the strategic management process.
- 2 Critically evaluate the key models and tool of strategic analysis.
- 3 Critically appraise the main approaches to the achievement of competitive advantage.
- 4 Relate the origins of strategic analysis to the development of clear organisational strategy with justification and strategies selected.
- 5 Develop strategic plans for the development of strategies that demonstrates an appreciation of structural, cultural and behavioural issues involved in successful change.
- 6 Synthesise the input of current strategic aims within the strategic decision-making process.

Learning Outcomes of Assessments

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

REPORT	1	2	3	4		
EXAM	1	2	3	4	5	6

Outline Syllabus

- *The nature and scope of managing strategy in different organisational contexts and its historical development.*
- *Review a range of strategic decision making styles and processes.*
- *Macro and micro environmental analysis.*
- *Strategic capability analysis.*
- *Role of market positions and resource capability in delivering and sustaining competitive advantage.*
- *Corporate strategy for the multi-business firms.*
- *Implementation of strategy and managing strategic change.*

Learning Activities

Combination of workshops, business simulations and mini lectures.

References

Course Material	Book
Author	Crane, A and Matten, D
Publishing Year	2010
Title	Business Ethics
Subtitle	
Edition	
Publisher	Oxford University Press

ISBN	
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Course Material	Book
Author	DeWit, B and Meyer, R
Publishing Year	2010
Title	Strategy: Process, Content, Context
Subtitle	
Edition	
Publisher	4th edition, Thomson
ISBN	

Course Material	Book
Author	Grant, R M
Publishing Year	2010
Title	Contemporary Strategy Analysis and Cases
Subtitle	
Edition	
Publisher	7th edition, Blackwell Publishers
ISBN	

Course Material	Book
Author	Johnson, G, Scholes, K and Whittington, R
Publishing Year	2010
Title	Exploring Corporate Strategy
Subtitle	
Edition	
Publisher	8th edition, FT Prentice Hall
ISBN	

Course Material	Book
Author	Lynch, R
Publishing Year	2009
Title	Strategic Management
Subtitle	
Edition	
Publisher	5th edition, FT Prentice Hall
ISBN	

Notes

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

Coursework would be integrated into the business simulations.