

## Liverpool John Moores University

Title: MANAGING STRATEGY  
Status: Definitive  
Code: **7508KFBMI** (116531)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial Birmingham

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
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

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

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

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

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

<b>Course Material</b>	Book
<b>Author</b>	Lynch, R
<b>Publishing Year</b>	2009
<b>Title</b>	Strategic Management
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	5th edition, FT 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 would be integrated into the business simulations.