

Liverpool John Moores University

Title: MANAGING STRATEGIC CHANGE
Status: Definitive
Code: **7508MORMBA** (119285)
Version Start Date: 01-08-2012

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

Team	Leader
Lynn Hill	

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 20.00
Total Learning Hours: 150
Private Study: 130

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Seminar	3.000
Workshop	5.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY		100.0	

Aims

- a) To enable participants to develop an awareness of, and become familiar with, academic theories, frameworks, managerial models and techniques that contribute to concept of learning and changing organisation
- b) To critically evaluate and apply appropriate strategic modules and techniques which may be relevant when making changes (strategic and operational) within the organization

Learning Outcomes

After completing the module the student should be able to:

- LO1 Creatively apply in the practice the models of the driven changes in business strategy and identify appropriate supporting methods of decision making.
- LO2 Critically analyse the decision-making systems currently used within his or her own organisation.
- LO3 Apply decision-support tools for un structured business problems (e.g. mathematical models supporting irreversible investment decisions, the application of expert systems in business practice, applications of neural networks in business management)
- LO4 Demonstrate understanding of the change process and correctly select and practically use the studied models of change management in the company
- LO5 Analyse the conflicts in the company in connection with the implementation of controlled changes in the company
- LO6 Demonstrate understanding of the basic principles of "learning organization" and ability to implement these principles into business practice

Learning Outcomes of Assessments

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

ESSAY	LO	LO	LO	LO	LO	LO
	1	2	3	4	5	6

Outline Syllabus

- *Successful company, successful manager (characteristics, skills).*
- *McKinsey and the 7S approach. Analysis of individual factors of 7S firm Mc Kinsey*
- *Development of the models evaluating the success of the company - the EFQM model and its practical use in terms of Czech and foreign companies*
- *Major approaches to management, decision-making (operative, tactical, strategic).*
- *Poorly structured problems, decision-supporting systems, expert systems.*
- *Substance of change, essentials of Lewin's model.*
- *Change implementation methodology.*
- *The concept of learning organisation*
- *Software tools for firm's decision making process.*

Learning Activities

Lectures, group discussions, group/individual seminar activities, case studies, videos, modelling on the computer, the application of expert systems, neural networks and genetic algorithms

References

Course Material	Book
Author	Vodáček, L., Vodáčková, O.
Publishing Year	1999
Title	Management. Teorie a praxe v informační společnosti
Subtitle	
Edition	
Publisher	Management Press
ISBN	ISBN 80 – 85943 – 94

Course Material	Book
Author	Fotr, J.
Publishing Year	1996
Title	Podnikatelský plán a investiční rozhodování
Subtitle	
Edition	
Publisher	Management Press
ISBN	

Course Material	Book
Author	Drdla, M., Rais, K.
Publishing Year	2001
Title	Řízení změn ve firmě
Subtitle	
Edition	
Publisher	Computer Press
ISBN	

Course Material	Journal / Article
Author	Dostál, P., Rais, K.
Publishing Year	2001
Title	Methods of Large Investment Unit Modelling. Transformation of CEEC Economies to EU Standards. Pp53-57
Subtitle	
Edition	
Publisher	Conference Proceedings, University of Toronto
ISBN	

Course Material	Book
Author	Rais, K., Smejkal, V.
Publishing Year	2003
Title	Řízení rizik
Subtitle	
Edition	
Publisher	Graga Publishing

ISBN	
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Course Material	Book
Author	Peters,T.
Publishing Year	2001
Title	Prosperita se rodí z chaosu. Jak provést revoluční změny v managementu
Subtitle	
Edition	
Publisher	Pragma Praha
ISBN	ISBN 80-7205-816-9

Course Material	Book
Author	Johnson,G., Scholes, K.
Publishing Year	2000
Title	Cesty k úspěšnému podniku.
Subtitle	
Edition	
Publisher	Comuter Press
ISBN	

Course Material	Book
Author	Johnson, G. and Scholes, K.
Publishing Year	2002
Title	Exploring corporate strategy: text and cases.
Subtitle	
Edition	6th
Publisher	Prentice Hall
ISBN	

Course Material	Book
Author	Daft, R. L.
Publishing Year	2001
Title	Organization Theory and Design
Subtitle	
Edition	7th
Publisher	Western College Publishing
ISBN	

Course Material	Book
Author	Kaplan, R.S., Norton,D.P.
Publishing Year	2001
Title	Balanced Scorecard. Strategický systém měření výkonnosti podniku
Subtitle	
Edition	

Publisher	Management Press
ISBN	

Notes

None