

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **7509ME** (103649)  
Version Start Date: 01-08-2011

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

Team	Leader
Lindsey Muir	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
Exam	AS1	Examination	50.0	2.00
Essay	AS2	Case study	50.0	

### Aims

*To introduce students to the strategy process in a range of organisational contexts with particular emphasis on globalization and a changing and volatile environment.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Use a range of analytic tools to analyze the environments in which an organization operates
- 2 Use a range of strategic decision making models
- 3 Use a range of strategic choice frameworks used to generate and evaluate an organization's strategic options
- 4 Develop plans for the implementation of strategies that show understanding of the cultural, structural and behavioural issues involved in successful change
- 5 Critically appraise the importance of innovation in sustaining competitive advantage
- 6 Understand the frameworks for making decisions in relation to CSR and ethics in organizations in a global context
- 7 Critically evaluate the role of the corporate parent in creating value for the organization
- 8 Critically evaluate the role of stakeholders in the determination of the strategy of the organization
- 9 Gain experience in using groups to evaluate and understand real life issues and scenarios

### Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7	8
CW	1	2	3	9				

### Outline Syllabus

1. *The nature and scope of strategic management in different organizational contexts and its historical development*
2. *Review a range of analytic tools to analyze the organizations internal and external environment. Guide to case analysis*
3. *Review a range of strategic decision making styles, e.g. cultural, planning, command, Analysis of strategic capability*
4. *Analysis of sources and sustainability of competitive advantage*
5. *Directions and methods of development of organizations*
6. *Implementation of strategic change*
7. *Corporate level strategy and corporate parenting*
8. *Stakeholder analysis*
9. *Innovation in creating strategic advantage*
10. *Corporate social responsibility*
11. *Ethics of strategy*
12. *Course retrospection*

### Learning Activities

Lectures and workshops.

## References

<b>Course Material</b>	Book
<b>Author</b>	Johnson and Scholes
<b>Publishing Year</b>	0
<b>Title</b>	Exploring corporate strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Boddy, David
<b>Publishing Year</b>	2008
<b>Title</b>	Management: an introduction
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall.
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G., Scholes, K. & Whittington, R
<b>Publishing Year</b>	2008
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lynch, R
<b>Publishing Year</b>	2005
<b>Title</b>	Corporate Strategy.
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT Prentice Hall
<b>ISBN</b>	

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## Notes

ESSAY AND EXAM