Liverpool John Moores University

Title:	STRATEGIC MANAGEMENT
Status:	Definitive
Code:	7525OSTME (112916)
Version Start Date:	01-08-2011
Owning School/Faculty:	Liverpool Business School
Teaching School/Faculty:	Technical University of Ostrava

Team	Leader
Lindsey Muir	Y

Academic Level:	FHEQ7	Credit Value:	15.00	Total Delivered Hours:	36.00
Total Learning Hours:	150	Private Study:	114		

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework (mini case study 3,000 words max)	100.0	

Aims

To introduce students to the strategy process in a range of organisational contexts.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain and use a range of strategic decision making models.
- 2 Use a range of strategic choice frameworks used to generate and evaluate an

organisation's strategic options.

3 Develop plans for the implementation of strategies that show understanding of the cultural, structural and behavioural issues involved in successful change.

Learning Outcomes of Assessments

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

essay 1 2 3

Outline Syllabus

The nature and scope of strategic management in different organisational contexts and its historical development.

Review a range of strategic decision making styles, eg. cultural, planning, command, incrementalist.

Role of market positions and resource capability in delivering competitive advantage. Competitor and market analysis techniques.

Strategic capability analysis.

Sources and sustainability of competitive advantage.

Implementation of strategic change.

Learning Activities

Combination of workshops, mini lectures and seminars.

References

Course Material	Book
Author	Johnson,G and Scholes,K
Publishing Year	2000
Title	Cesty k úspěšnému podniku
Subtitle	
Edition	
Publisher	Computer Press, Praha
ISBN	80-7226-220-3

Course Material	Book
Author	Keřkovskŷ, M
Publishing Year	2001
Title	Strategické řízení
Subtitle	
Edition	
Publisher	Vyd. 4 Nakl. Zdeněk Novotný [Brno], 157 s
ISBN	80-214-1901-6

Course Material	Book
Author	Prahalad, C K
Publishing Year	2005
Title	Budoucnost konkurence: spoluvytváření jedinečné hodnoty se zákazníkem
Subtitle	z anglického originálu přeložila Irena Grusová
Edition	
Publisher	Vyd. 1 Praha : Management Press, 277 s
ISBN	80-7261-126-7

Book
De Witt, B and Meyer
2004
R.:nechat z anglické verze

Notes

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

Coursework will be assessed and returned to the students in advance of the examination, consequently feedback can be given during the module.