

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

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

Course Material	Book
Author	De Witt, B and Meyer
Publishing Year	2004
Title	R.:nechat z anglické verze
Subtitle	
Edition	
Publisher	
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 will be assessed and returned to the students in advance of the examination, consequently feedback can be given during the module.