

Summary Information

Module Code	7703ORYXLM
Formal Module Title	Strategy and Change
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Oliver Kayas	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Oryx Universal College WLL

Learning Methods

Learning Method Type	Hours
Workshop	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	This module aims to introduce theories of strategy formulation, implementation and change. The module will equip students to practically apply external and internal analysis, use methods, tools and models to identify needs for change, and initiate it within organisations to maintain competitive advantage.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Developing an understanding of strategic management formulation, implementation and change, their overall processes and their importance.
MLO2	Ability to analyse and evaluate external environment and internal capabilities of an organisation and identify, exploit and implement strategic choices that would best support change that could achieve sustainable strategic advantage.
MLO3	Ability to develop a strategic plan for change and implement it by analysing internal condition, and having the suitable structure to implement the appropriate business and corporate strategies, and performance management system for continuous improvement.
MLO4	Critically evaluate current and contemporary theories and practices on managing strategic change to develop, implement, and maintain sustainable competitive advantage.

Module Content

Outline Syllabus

- 1) What is strategy formulation, implementation and change?
- 2) External analysis (Analyse Industry, Strategy group, and Competitors)
- 3) Internal analysis (Internal audit, Business strategy, Corporate strategy, and structure for implementation)
- 4) Current and contemporary theories and practices of managing strategic change and continuous improvement for sustainable competitive advantage

Module Overview

This module is part of the MSc Programme.

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Presentation	50	0	MLO2, MLO3
Report	Report	50	0	MLO1, MLO2, MLO3, MLO4