

## Liverpool John Moores University

Title: STRATEGIC MANAGEMENT  
Status: Definitive  
Code: **7002BUSSM** (111518)  
Version Start Date: 01-08-2011

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

Team	Leader
John Meehan	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20.00  
**Total Delivered Hours:** 25.00  
**Total Learning Hours:** 200  
**Private Study:** 175

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	25.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Strategic Planning exercise for the students enterprise (5000 words)	100.0	

### Aims

1. Describe the elements embedded within an effective business strategy planning process
2. Explain the characteristics of how the strategic planning process evolves throughout the business planning cycle
3. Describe the key management issues within the strategic planning process and how this may impact on the key strategic business aspects

### Learning Outcomes



<b>Title</b>	Beyond the Hype
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Harvard Business School
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Finkelstein, S and Hambrick, D C
<b>Publishing Year</b>	1996
<b>Title</b>	Strategic Leadership
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	West Publishing
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Grant R
<b>Publishing Year</b>	1998
<b>Title</b>	Contemporary Strategy Analysis
<b>Subtitle</b>	
<b>Edition</b>	2nd Edn
<b>Publisher</b>	Blackwell
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Johnson, G and Scholes, K
<b>Publishing Year</b>	1999
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	5th Edn
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

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## Notes

This module provides an approach to strategic management for enterprise. The module focus, which calls widely on the use of research and case examples, explored in Action Learning Sets, will enable participants to prepare and critically evaluate a strategic plan related to their enterprise

Strategy: Process, Content, Context 4th (fourth) Edition by de Wit, Bob, Meyer, Ron published by Cengage Learning EMEA (2010). 3.3 out of 5 stars 4. Paperback. @inproceedings{Wit1994StrategyPC, title={Strategy: Process, Content, Context: An International Perspective}, author={B. D. Wit and R. Meyer}, year={1994} }. B. D. Wit, R. Meyer. Published 1994. Business, Sociology. 1. Introduction 2. Strategic Thinking 3. Strategy Formation 4. Strategic Change 5. Business Level Strategy 6. Corporate Level Strategy 7. Network Level Strategy 8. The Industry Context 9. The Organizational Context 10. The International Context 11. The Organizational Purpose. View via Publisher. Read this essay on Fedex Strategy Content Context and Process. Come browse our large digital warehouse of free sample essays. Get the knowledge you need in order to pass your classes and more. Only at TermPaperWarehouse.com".  
If strategic management is concerned with relating firm to its environment, then it is essential to know this environment well. While the entire outside world was taken into consideration, emphasis was placed on the direct environment in which a firm needs to compete – its industry context (De Witt & Meyer 2004). The change drivers in the contextual environment in which FedEx compete can be divided into three categories Strategy: Process, Content, Context. 4th Edition. Bob de Wit and Ron Meyer. Widely acclaimed for its ability to foster creative, non-prescriptive and global strategic thinking amongst students, Strategy 4e builds on the major international success of the prior edition. Developed from wide-ranging market feedback, all of the short and long cases have been replaced or wholly updated with dozens of new cases crafted by the authors and several international contributors. From Google to KPMG, ING Direct to The Metropolitan Opera, the text now features an unparalleled range of organizations with rich settings for students to develop key strategy skills and understanding. strategy formulation process and strategy content have had a major impact on marketing education and research during the past quarter century. Organizational context in which it is appropriate to use them. for purposes of portfolio analysis and planning (i.e., in unrelated diversified multibusiness firms).