

#### Summary Information

Module Code	4004LBCENT
Formal Module Title	Creating value for customers
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

#### Learning Methods

Learning Method Type	Hours
Seminar	36

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

Aims	This module aims to enable students to define and create value for customers based on an awareness of their needs. Students will also develop an understanding of customer development techniques and strategies
------	--

**After completing the module the student should be able to:**

#### Learning Outcomes

Code	Number	Description
MLO1	1	Understand how businesses deliver value in a range of contexts (including economic, social and cultural value)
MLO2	2	Engage with customers and develop viable business solutions in response to their needs
MLO3	3	Apply customer development tools and techniques to understand and address customer needs and behaviours

## Module Content

Outline Syllabus	Customer discovery and development Customer engagement Customer profiling (tools and techniques) Creating and testing value propositions
Module Overview	
Additional Information	Students will explore and apply customer development methods to define and create value for real customers

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------