

Liverpool John Moores University

Title: Management in Practice
Status: Definitive
Code: **4033BUSMK** (122992)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Jonathan Read	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 44
Total Learning Hours: 200
Private Study: 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	22
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	40	
Essay	Essay	Essay	60	

Aims

This course offers to marketing students an introduction to key concepts underpinning management theory and an overview of key management functions. Core topics related to management practices will be covered.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the fundamental debates and literature in management theory
- 2 Evaluate key management functions and how they act as an interface with marketing practice
- 3 Identify through contemporary case studies how organisational processes (leadership, culture) shape strategic direction
- 4 Develop interpersonal communication abilities and collaborative group working ability

Learning Outcomes of Assessments

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

Group work report 1,000 words	1	3	4
Individual essay 1,500 words	1	2	3

Outline Syllabus

- *An overview of basic concepts of management*
Introduction to key management ideas with focus on how organisational structure in firms has evolved into global and networked operations
- *Functional areas of management that are important for marketer*
(Managing performance, managing the value chain, managing planning and decision-making process, managing innovation and change, and managing the front line)
- *Management processes and culture*
(Organisational culture and leadership, communications processes for integration, and corporate reputation)

Learning Activities

Through directive learning, class discussions, case studies and group presentations the students are encouraged to engage in a critical and practical understanding of management and its functional areas.

Notes

The focus in this module is on how management functions and processes act as interfaces to marketing practice. It will offer first year students undertaking a marketing degree the opportunity to gain a broader understanding of the organisational context in which marketing is developed. Students should be in a position to identify how organisations may sometimes constrain marketing activities and the importance of an interdisciplinary mindset when engaging with other management functions.

