

Management in Practice

Module Information

2022.01, Approved

Summary Information

Module Code	4033BUSMK
Formal Module Title	Management in Practice
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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

Learning Outcomes

Code	Number	Description
MLO1	1	Explore the fundamental debates and literature in management theory
MLO2	2	Evaluate key management functions and how they act as an interface with marketing practice
MLO3	3	Identify through contemporary case studies how organisational processes (leadership, culture) shape strategic direction
MLO4	4	Develop interpersonal communication abilities and collaborative group working ability

Module Content

Outline Syllabus	<ul style="list-style-type: none">• 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)
Module Overview	This module introduces key concepts underpinning management theory and an overview of key management functions.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Group work report 1,000 words	40	0	MLO1, MLO3, MLO4
Essay	Individual essay 1,500 words	60	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Jonathan Read	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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