

Summary Information

Module Code	4501IYBSG
Formal Module Title	Marketing and Business Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Amanda Mason	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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Study Group

Learning Methods

Learning Method Type	Hours
Lecture	26
Seminar	39

Module Offering(s)

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

Aims and Outcomes

Aims	This module enables students to understand how businesses identify opportunities and to explore how businesses focus on developing a competitive advantage through interacting with customers. Students develop an understanding of how businesses need to adapt their marketing to operate in a dynamic business environment. Students also develop an understanding of raising and managing finance.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Outline and discuss a range of functional and specialist areas in business.
MLO2	Describe and discuss key marketing strategies including the marketing mix and other marketing concepts.
MLO3	Identify and explain business purpose, enterprise, and different organisational structures.
MLO4	Describe and analyse the role of HR, Marketing and Finance in a business organisation.
MLO5	To identify and reflect upon the following aspects of self-awareness in respect of personal development and career planning: strengths and weaknesses, motivations and values, ability to work with others.

Module Content

Outline Syllabus

- Meeting Customer needs- The Market - market research, market positioning, demand & supply - Marketing mix and strategy - Product/service design - Branding and promotion - Pricing strategies & Distribution - Managing people - recruitment, selection and training - Motivation in theory and practice- Leadership - Entrepreneurs and leaders - role of the entrepreneur, motives and characteristics- Business objectives & forms of business- Finance & Liability - raising, internal and external factors

Module Overview

Additional Information

This module is an introduction to general business functions and specialist areas of business. It will provide the student with an introductory overview to business. It also contains self-awareness and reflective exercises. Louise Burton - Module Leader.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Case Study	40	0	MLO2
Exam	Exam	40	2	MLO1, MLO3, MLO4
Report	Employability Tasks	20	0	MLO5