

## Liverpool John Moores University

Title: BUSINESS EXPANSION  
Status: Definitive  
Code: **5000BUSCO** (116982)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Jack OFarrell	Y
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**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 65  
**Total Learning Hours:** 240      **Private Study:** 175

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	65

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group presentation.	30	
Report	Report	Individual report 3,000 words.	70	

### Aims

*To enable students to understand business models, principles of business growth and communicating with customers.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify appropriate business models
- 2 Understand the marketing concept
- 3 Determine organisational requirements for a successful e-business implementation
- 4 Use technologies to support customer communications
- 5 Understand the consumer and the nature of decision processes and behaviour

### **Learning Outcomes of Assessments**

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

Presentation	1	2		
Report	3	4	5	

### **Outline Syllabus**

*Developing the Marketing Mix*

*Introduction to Marketing Communications*

*Understand the concept of a marketing mix applicable to both goods and services*

*Foundations of Consumer Behaviour*

*E-business models: B2B, B2C, B2E*

*Web technologies supporting customer communications*

### **Learning Activities**

Workshops.

### **Notes**

Note will be available on Blackboard.