

Liverpool John Moores University

Title: RESPONSES TO A CHANGING COMMERCIAL ENVIRONMENT
Status: Definitive
Code: **5007BUSHR** (117315)
Version Start Date: 01-08-2018
Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: Academic Portfolio

Team	Leader
David Soehren	Y
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	78

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	100	

Aims

The module provides students with an introduction to principles of economics and commercial management skills relevant to managers, policy makers and entrepreneurs. The focus is on the insights which economic awareness and commercial skills offer to the business environment

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply the external economic environment to internal organisational behaviour
- 2 Analyse the internal operating environment in response to competitive market challenges

Learning Outcomes of Assessments

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

Report	1	2
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Outline Syllabus

Introduction to the business economic environment

Market function

Demand and Supply

Competition

Analysing the internal environment

Quality management

Continuous improvement

Customer and client relationships - marketing

HR Inventory

Understanding organisational resourcing in the context of the economic environment

Learning Activities

Workshop led, discussion based. Online case discussion.

Notes

Students will work with case studies to examine the economic and external environment and consider how this impacts on the internal strategy and policy of organisations