Responsible management and effective communications

Module Information

2022.01, Approved

Summary Information

Module Code	5007LODDA
Formal Module Title	Responsible management and effective communications
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Online	8
Placement/Practice	8
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module aims to develop apprentices' ability to effectively communicate with an organisation's stakeholders using marketing and communications theories and strategies

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse and apply theories and concepts to develop their ability to communicate effectively in a range of contexts using different mediums
MLO2	2	Develop strategies to articulate and communicate organisational purpose and values to stakeholders
MLO3	3	Develop strategies and plans to manage and enhance stakeholder communications

Module Content

Outline Syllabus	Communications theoryStakeholder theory/managementSustainable development goalsResponsible management/leadershipESG principles
Module Overview	
Additional Information	DA standards (knowledge)D1 Knows how to create marketing and sales strategiesF1 Understands different forms of communication (written, verbal non-verbal, digital) and how to apply themF2 Knows how to maintain personal presence and present to large groupsI1 Understands approaches to stakeholder, customer and supplier management, developing engagement, facilitating cross functional working and negotiationDA standards (skills)D4 Uses customer insight and analysis of data to determine and drive customer service outcomes and improve customer relationshipsD5 Uses creative approaches to developing solutions to meet customer needsF4 Communicates clearly, effectively and regularly using oral, written and digital channels and platformsG3 Is able to articulate organisational purpose and values

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	15 minute group presentation	70	0	MLO3, MLO1, MLO2
Portfolio	1500 word indv reflection	30	0	MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Fiona Armstrong-Gibbs	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings