

Liverpool John Moores University

Title: Business Development
Status: Definitive
Code: **6009BUSCO** (119780)
Version Start Date: 01-08-2017

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

Team	Leader
Catherine Bonser	Y
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Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 75
Total Learning Hours: 240 **Private Study:** 165

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	75

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Individual report.	40	
Report	Report	Individual report.	60	

Aims

To examine planning and development strategies in the context of environmental analyses.

Learning Outcomes

After completing the module the student should be able to:

- 1 To understand the importance of corporate strategic planning in all types and sizes of organisation
- 2 To analyse business situations and plan strategic interventions using a number of strategic planning tools to enable the organisation to have successful future growth.
- 3 To identify, evaluate and exploit a range of business information sources and advanced business research techniques
- 4 To develop a cohesive business idea demonstrating e-commerce transactional capability.

Learning Outcomes of Assessments

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

Essay	1	2
Report	3	4

Outline Syllabus

Corporate strategy
Strategic planning tools
Environmental analyses
Developing a sales channel

Learning Activities

Workshops.

Notes

This module examines planning, strategy, and business development.