

## Module Information

2022.01, Approved

### Summary Information

|                     |                                     |
|---------------------|-------------------------------------|
| Module Code         | 6060BUSBM                           |
| Formal Module Title | Applied Business Management Project |
| Owning School       | Business and Management             |
| Career              | Undergraduate                       |
| Credits             | 20                                  |
| Academic level      | FHEQ Level 6                        |
| Grading Schema      | 40                                  |

### Teaching Responsibility

|                                   |
|-----------------------------------|
| LJMU Schools involved in Delivery |
| Business and Management           |

### Learning Methods

| Learning Method Type | Hours |
|----------------------|-------|
| Lecture              | 6     |
| Workshop             | 24    |

### Module Offering(s)

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

### Aims and Outcomes

|      |  |
|------|--|
| Aims | The aims of this module are for students to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models in the development of a solution that meets the client's needs. |
|------|--|

**After completing the module the student should be able to:**

**Learning Outcomes**

| Code | Number | Description   |
|------|--------|---|
| MLO1 | 1      | Critically evaluate business practice within theoretical frameworks     |
| MLO2 | 2      | Make conclusions and recommendations that achieve the project aim       |
| MLO3 | 3      | Apply strategic decision making in a variety of organizational contexts |
| MLO4 | 4      | Communicate information to support decision making                      |

**Module Content**

|                        |   |
|------------------------|---|
| Outline Syllabus       | Introduction, team working - communication & negotiation Professionalism – working with stakeholders<br>Project management and delivery – scoping and planning the project<br>Managing resources, stakeholders and creating value<br>Reflective learning<br>Measuring success<br>Monitoring and evaluation<br>Creating a sustainable operation - legacy planning<br>Preparing a project report<br>Formative peer reviewed presentations |
| Module Overview        |   |
| Additional Information | Students will work on a real life business problem.   |

**Assessments**

| Assignment Category | Assessment Name | Weight | Exam/Test Length (hours) | Module Learning Outcome Mapping |
|---------------------|-----------------|--------|--------------------------|---------------------------------|
| Report              | Report          | 80     | 0                        | MLO1, MLO2, MLO3, MLO4          |
| Presentation        | Presentation    | 20     | 0                        | MLO1, MLO2, MLO3, MLO4          |

**Module Contacts**

**Module Leader**

| Contact Name           | Applies to all offerings | Offerings |
|------------------------|--------------------------|-----------|
| Fragkoulis Papagiannis | Yes                      | N/A       |

**Partner Module Team**

| Contact Name | Applies to all offerings | Offerings |
|--------------|--------------------------|-----------|
|              |                          |           |