

## Liverpool John Moores University

Title: Applied Business Management Project  
Status: Definitive  
Code: **6060BUSBM** (125957)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Akis Papagiannis	Y

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 30  
**Total Learning Hours:** 200      **Private Study:** 170

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	6
Workshop	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	80	
Presentation	Pres	Presentation	20	

### 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.*

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

Report	1	2	3	4
Presentation	1	2	3	4

### **Outline Syllabus**

*Introduction, team working - communication & negotiation*

*Professionalism – working with stakeholders*

*Project management and delivery – scoping and planning the project*

*Managing resources, stakeholders and creating value*

*Reflective learning*

*Measuring success*

*Monitoring and evaluation*

*Creating a sustainable operation - legacy planning*

*Preparing a project report*

*Formative peer reviewed presentations*

### **Learning Activities**

The students will be given a practical business problem set by a real company. Students will work to solve the business problem presented. Lectures and workshops are delivered.

### **Notes**

Students will work on a real life business problem.