

Summary Information

Module Code	7103LODMBA
Formal Module Title	Operationalising the strategy
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Workshop	72

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
APR-MTP	MTP	April	12 Weeks
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	The aim of the module is to enable students to assess the relationship between strategy and practice in operationalising a business opportunity; specifically, a product, service, or other idea identified as a part of the Exploring Strategy for Organisations module. Students are expected to develop a holistic approach to understanding the application of strategy. This module introduces students to the importance of a systemic approach to identify, understand and analyse challenges and opportunities for operationalising strategies across key business functions in an integrative manner.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply critical understanding of operational trends, theories and frameworks associated with financial management, marketing, and operations management used to translate strategy into operational practice
MLO2	2	Gain an understanding of key relationships and engagement challenges and enablers to create optimum conditions for operationalising strategy
MLO3	3	Critically consider the methods, tools, skills and competencies required to operationalise strategy through projects
MLO4	4	Evaluate key aspects of practical and achievable operational goals and objectives in order to deliver the desired strategy outcomes

Module Content

Outline Syllabus	Finance and accounting including sources of finance and funding Budgeting/cash flow management Risk Management, business continuity and crisis management Project management Decision-making Implementing digital solutions/software Segmentation, Targeting and Positioning (marketing) Consumers, markets and trends Relationship management (customers, board, shareholders, internal and external stakeholders) Strategic brand management and communication Public Relations and Public / Corporate affairs Workforce enhancement strategies e.g. performance management Workforce planning Diversity and inclusion Business processes and process management Supply chain management and supplier management Performance management systems
Module Overview	
Additional Information	Part of MBA For Students on the Apprenticeship (SLMDA - 36519) the following standards are covered - B5/ B6 Initiates and leads change in the organisation; creates an environment for innovation and creativity, establishing the value of ideas and change initiatives and drive continuous improvement C1/C2/C3/C4 Understands ethics and values-based leadership; regulatory environments, legal, health and safety and well-being and compliance requirements; corporate social responsibility; risk management, environmental impact and cyber security C5/C6/C7 Understands competitive strategies and entrepreneurialism, approaches to effective decision making, and the use of big data and insight to implement and manage change D1/D2/D3 Understands financial strategies including scenarios, modelling and identifying trends; application of economic theory to decision-making, and how to evaluate financial and non-financial information D4/D5 Understands financial governance and legal requirements; and procurement strategies D6/D7 Oversees financial strategies/ management, results and setting of organisational budgets; and challenges financial assumptions underpinning strategies D8 Is accountable for decisions based on relevant information e.g. Key Performance Indicators/ scorecard D9 Uses financial data to allocate resources D10 Can oversee procurement and supply chain management and contracts F3 Understands approaches to strategic workforce planning, including talent management, learning organisations, workforce design, succession planning, diversity and inclusion F8/F9 Ensures workforce skills are utilised, balancing people and technical skills; encourages continual development G2/G3 Has knowledge of the external political environment and how to use diplomacy with diverse groups of internal and external stakeholders G4 Understands working with board and company structures G5 Has knowledge of brand and reputation management H2 Judgement and challenge H3 Courage and Curiosity H4 Valuing H5 Professional

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	50	0	MLO3, MLO2
Presentation	Report	50	0	MLO1, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Victoria McCall	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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