

Liverpool John Moores University

Title: Operationalising the strategy
Status: Definitive
Code: **7103LODMBA** (128280)
Version Start Date: 01-08-2021

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Edith Graham	Y

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 72
Total Learning Hours: 300 **Private Study:** 228

Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Workshop	72

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Presentation during workshop up to 30 minutes (inc Q&A)	50	
Report	Report	Written report 3,000 word max (+/- 10%)	50	

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.

Learning Outcomes

After completing the module the student should be able to:

- 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
- 2 Gain an understanding of key relationships and engagement challenges and enablers to create optimum conditions for operationalising strategy
- 3 Critically consider the methods, tools, skills and competencies required to operationalise strategy through projects
- 4 Evaluate key aspects of practical and achievable operational goals and objectives in order to deliver the desired strategy outcomes

Learning Outcomes of Assessments

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

Presentation	2	3
Report	1	4

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*

Learning Activities

Day sessions have an action-learning core with tutor input and flipped classroom

environments. Critique of application of theory to practice and critical reflection.

Notes

Part of MBA