

Summary Information

Module Code	7482BUSME
Formal Module Title	Fast Strategy for Market Access
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Julie Marshall	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Fiona Armstrong-Gibbs	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Workshop	24

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-MTP	MTP	April	12 Weeks
JAN-MTP	MTP	January	12 Weeks
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to help the students assess strategy approaches to accelerate business growth. The routes to market growth and for building customers will be investigated, with particular emphasis on identified strategies for high growth potential businesses, such as support for market entry and access to markets
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically analyse strategy concepts for accelerated business growth
MLO2	Assess market entry and access to market strategies
MLO3	Assess growth potential through the business environment and customer perspectives

Module Content

Outline Syllabus
Strategy concepts for business growth Fast strategy External Environment, Social, technological and Policy implications Strategic game plans for winning Digital strategy Business model for growth Market entry Market access Changing customer demands and trend analysis Supply chain and large business relationships Internationalisation, global perspectives Engagement strategies for high performance

Module Overview

This module aims to help you assess strategy approaches to accelerate business growth by:

investigating routes to market growth and building customers

identifying strategies for high growth potential businesses

learning about support for market entry and access to markets

Additional Information

MBA Scale up.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	2500 Word Report	100	0	MLO1, MLO2, MLO3