Business Development

Module Information

2022.01, Approved

Summary Information

Module Code	7487BUSME
Formal Module Title	Business Development
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
Off Site	24
Online	8
Workshop	40

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	This module aims to help the students bring together the different strands of scaling up a business and consider how they integrate to develop a business.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Assess current position of an organisation in relation to possibilities to scale the business.
MLO2	2	Apply and critique business development techniques for growth
MLO3	3	Critically evaluate business development strategies

Module Content

Outline Syllabus	Business diagnostic frameworks and toolsIntegrate Competitive, collaborative and customer advantageCore competenceValue chainStrategic fitAccelerated business development principlesBusiness scorecard for scale upsBusiness/industry intelligenceProcurement strategiesLarge scale, inter-organisational and larger corporates influencing and negotiating strategiesGovernance and accountabilityKnowledge of external political environment and use of diplomacy with stakeholders, (e.g. Government departments, LEP's and regional networks)Brand and reputational managementManages relationships across multiple and diverse stakeholders.
Module Overview	
Additional Information	MBA Scale Up.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	presentation	40	0	MLO1
Portfolio	4500 word Plan	60	0	MLO2, MLO3

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings