

Business Growth Project

Module Information

2022.01, Approved

Summary Information

Module Code	7489BUSME
Formal Module Title	Business Growth Project
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	60
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
Tutorial	8
Workshop	6

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 enable students to undertake a work based business growth project. put into practice the skills and knowledge gained over the duration of the course and apply concepts from wider management literature. The business growth project provides the opportunity for the student to conceptualise and propose high performance strategies focusing on growth/sustainable outcomes.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Identify and negotiate objectives with key stakeholders within the organisation for a business growth project
MLO2	2	Critically evaluate a range of theoretical concepts relevant to the identified business growth issue
MLO3	3	Critically analyse and integrate complex information related to the business growth project
MLO4	4	Report and present finding with reflection on their effectiveness as a practitioner and their own leadership approaches

Module Content

Outline Syllabus	Negotiation and advocacy skills Stakeholder collaboration Business growth project process Field investigation and analysis Report writing and presentation skills Insider researcher skills, process and ethical issues
Module Overview	<p>This module aims to encourage you to undertake a work-based business growth project. This will enable you to:</p> <ul style="list-style-type: none"> put into practice the skills and knowledge gained during the course apply concepts from wider management literature conceptualise and propose high performance strategies on growth/sustainable outcomes
Additional Information	The business growth project is the guided development from the final research methods module 7460BUSME Research Strategies for Practitioners.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Dissertation	12000 - 15000 word report	80	0	MLO1, MLO2, MLO3, MLO4
Presentation	20 Minute Presentation	20	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Marguet	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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