

## Operationalising the strategy

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7503UNIMBA
Formal Module Title	Operationalising the strategy
Owning School	Business and Management
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Unicaf

#### Learning Methods

Learning Method Type	Hours
Online	72

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	28 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

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	30	0	MLO2, MLO3
Report	Report	70	0	MLO1, MLO4

### 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
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