Leading the Business

Module Information

2022.01, Approved

Summary Information

Module Code	7612DHOMGT
Formal Module Title	Leading the Business
Owning School	Leadership and Organisational Development
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dhofar University

Learning Methods

Learning Method Type	Hours
Workshop	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks

SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	This module aims to provide students with knowledge of how key business functions support organisational effectiveness. Students will learn about marketing, operations and governance and will develop an understanding of their inter-relatedness, to support the leadership and management decisions they make.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop and apply knowledge of relevant management practices and strategies to support corporate governance, mitigate risk and improve organisational effectiveness.
MLO2	2	Apply operations management concepts and frameworks to critically appraise the role of strategic operations processes in supporting organisational development and strategy
MLO3	3	Apply a critical understanding of governance, marketing and operations management to develop an integrated approach to leadership within organisations

Module Content

Outline Syllabus	Corporate governanceRisk (identification, analysis and management) Operations strategy Process design Performance improvement/measurement MarketingBrand and reputation managementBusiness function integration
Module Overview	
Additional Information	This module is part of the MSc Programme.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings