

Summary Information

Module Code	7702ORYXLM
Formal Module Title	Leading the Business
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Oliver Kayas	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Oryx Universal College WLL

Learning Methods

Learning Method Type	Hours
Workshop	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	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 finance and will develop an understanding of their inter-relatedness, to support the leadership and management decisions they make.
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Learning Outcomes

After completing the module the student should be able to:

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

Module Content

Outline Syllabus

Interpretation of financial statements
Financial analysis
Corporate governance
Risk (identification, analysis and management)
Operations strategy
Process design
Performance improvement/measurement
Marketing
Brand and reputation management
Business function integration

Module Overview

This module is part of the MSc Programme.

Additional Information

Assessments

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