

XLCF0001 Applied Business & Marketing Strategy for Disability Developments

Note: Whilst every effort is made to keep the syllabus and assessment records correct, the precise details must be checked with the lecturer (s).

Academic session	2019 - 20
Module	Applied Business and Market Strategy for Disability Developments
Code	XLCF0001
Module Delivery	tbc
Related deliveries	None
Prior deliveries	tbc
Level	Postgraduate
FHEQ Level	L7
FHEQ credits	30
Term	Term 2
Module leader	Edwin Phiri
Contributors	tbc
Module administrator	Edwin Phiri

Aims

This unit explores various strategic models and theories and examines these in the context of new developments for disabled people. This unit will provide a focus for those wishing to a) launch a new development (be it a policy, product or service) within an existing organisation and b) for those wishing to launch as a start-up, a new development to an identified market (business to business and/or business to customer). This unit will facilitate strategic and creative thinking, analytical evaluation and business model creation.

This 30 credit unit will be delivered by London College of Fashion (LCF) within the Fashion Business School which builds upon their international reputation for delivering policy, products and services into relevant and complex markets.

Learning Outcomes

By the end of this unit students should be able to:

1. Comprehend economic, market and technological trends that impact on emerging and mature markets for disability related developments.
2. Apply systematic knowledge and understanding to conduct and interpret market demand and opportunity needs analysis in order to predict organizational and consumer attitudes, behaviour and purchasing decisions.
3. Critically evaluate the scope and scale of existing and alternative business strategies and practice to create new, innovative and disruptive business models for disability related developments.

4. Examine current supply and value chain strategies and how they impact the organisation and/or the consumer in terms of performance and risk.
5. Identify, analyse and evaluate the principals of marketing theory and practice and communication channels to position and sell a development within an identified market.
6. Articulate and communicate ideas clearly and professionally in writing and orally through the presentation of a business and marketing plan and pitch to include the management of human, physical and financial resources. This will either be of direct value to an organization/start up business or to have the potential to be developed for research at higher degree level.

Availability and prerequisites

The module will be restricted to this programme for 2019 – 2020.

Content

- Presentation, numeracy and media skills
- Research and negotiation methods

Delivery

The module is delivered through lectures, seminars/workshops, coaching/mentoring and e-learning.

Assessment

Method of Assessment	Weight %
Strategic business and marketing plan (3000 words)	70
Two minute pitch with 10 minutes of questions and answers	30