

## Module 2: Value creation and value management

<b>Lesson 1: Creating value</b>	
<b>1.1 Introduction</b>	-
<b>1.2 Define value creation</b>	Analyse the concept of value creation in an organisational sense
<b>1.3 The value chain</b>	Identify and apply the sources of value for an organisation using a general-purpose value chain approach
<b>1.4 Value creation in the future</b>	Critically examine the importance of creativity and innovation in value creation
<b>1.5 Create value</b>	Create value using market expansion, quality improvement and pricing
<b>1.6 Dealing with complexity</b>	Remove complexity to enhance the value creation process
<b>1.7 Using networks</b>	Explain the importance of value-creating networks
<b>1.8 Network effects</b>	Define network effects and their impact on value creation

<b>Lesson 2: Managing value creation</b>	
<b>2.1 Introduction</b>	-
<b>2.2 Workforce management</b>	Invoke innovative approaches to shape the workforce to enhance value creation
<b>2.3 Workforce strategy</b>	Detail the impact of a strong HR strategic focus on value creation
<b>2.4 Barriers to value creation</b>	Prepare and plan for innovative work processes and possible barriers to value creation
<b>2.5 Using employee data</b>	Explain how employee data supports value creation
<b>2.6 Knowledge management</b>	Detail the importance of knowledge management in the strategic planning process
<b>2.7 Big Data management</b>	Explain the concept of 'Big Data' and its application to strategic data analysis
<b>2.8 Data security</b>	Explain the importance of effective data security
<b>2.9 Cyber incident response plan</b>	Draft an effective cyber incident response plan

<b>Lesson 3: Marketing and financial cornerstones</b>	
<b>3.1 Introduction</b>	-
<b>3.2 Marketing cornerstones</b>	Explain the marketing cornerstones necessary to create value
<b>3.3 Understanding customer behaviour</b>	Identify, analyse and apply the customer decision-making process to create value
<b>3.4 Design and implement a customer-driven strategy</b>	Design and implement a customer-driven marketing strategy
<b>3.5 Financial cornerstones</b>	Identify and apply the guiding principles of finance that support value creation
<b>3.6 Measure value creation</b>	Outline the process for measuring value creation

<b>Lesson 4: Co-creating value</b>	
<b>4.1 Introduction</b>	-
<b>4.2 Define value co-creation</b>	Define the concept of value co-creation
<b>4.3 Strategies for value co-creation</b>	Identify and apply effective strategies and methods for value co-creation
<b>4.4 Effects of value co-creation</b>	Analyse the effects of value co-creation on the customer and organisation
<b>4.5 Measuring value co-creation</b>	Define the dimensions of value co-creation and measure the impact of strategies

<b>Lesson 5: Intrapreneurship</b>	
<b>5.1 Introduction</b>	-
<b>5.2 Define intrapreneurship</b>	Define the concept of intrapreneurship
<b>5.3 Facilitate intrapreneurship</b>	Explore the process of facilitating intrapreneurship within the organisation

<b>Lesson 6: Capturing value</b>	
<b>6.1 Introduction</b>	-
<b>6.2 Define value capture</b>	Define the concept of capturing value
<b>6.3 Value creation v. value capture</b>	Analyse the relationship between creating and capturing value
<b>6.4 Levers and tools</b>	Identify and apply levers and tools for capturing value
<b>6.5 Measure value captured</b>	Explain the importance of measuring value captured
<b>6.6 Measurement tools</b>	Identify tools and systems available to measure value captured
<b>6.7 Analyse value captured</b>	Analyse value captured in response to financial outcomes