

Liverpool John Moores University

Title: BUSINESS SKILLS AND CONTEXT
Status: Definitive
Code: **35011LPAFA** (116102)
Version Start Date: 01-08-2016

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Karl Jones	Y

Academic Level: FHEQ3 **Credit Value:** 24 **Total Delivered Hours:** 72
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORTFOLIO	Portfolio	75	1
Presentation	PRESENT	Interview/Presentation	25	1

Aims

This module aims to develop the basic business skills and knowledge necessary to successfully back up a career in the media and entertainment industries. It also aims to provide knowledge of the context in which these industries operate. Practical business skills will include completing application forms, business planning, financial planning, making presentations and interviewing for work.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and appraise the industry structures in which they hope to work
- 2 Recognise and evaluate the basic principles of contract and copyright law
- 3 Develop a career development plan
- 4 Develop basic draft business plans
- 5 Employ budgets and cashflow forecasts
- 6 Deliver competent presentations and perform well in interview

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PORTFOLIO	1	2	3	4	5
INTERVIEW/PRESENTATION	6				

Outline Syllabus

Students will cover relevant aspects of law, financial management, taxation and self development and will examine how the industry operates and how they will fit within it. Students will work towards the completion of application forms, a career development plan, action planning, business planning, making presentations and interviewing for work.

Learning Activities

Weekly lectures are followed by seminars where the theory is discussed with relevance to the individuals concerned. Students are guided and encouraged to further research areas and topics of most relevance to them.

Notes

.