

Summary Information

Module Code	4002LBCENT
Formal Module Title	The business environment
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

Learning Methods

Learning Method Type	Hours
Seminar	36

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	This module aims to develop students' knowledge and understanding of the business environment and equip them with the research and analytical skills required to exploit this knowledge in the development of a business venture.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Source and evaluate information to develop an understanding of the business environment
MLO2	2	Understand how organisations develop and use business models to create and deliver value
MLO3	3	Develop business research skills, including knowledge of business information sources and analysis tools

Module Content

Outline Syllabus	The macro environment Competitor analysis Critical analysis of business information Business research skills Business models Market awareness and analysis
Module Overview	
Additional Information	Students will develop and apply business research skills to support the development of a business venture

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	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
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