

Liverpool John Moores University

Title: ENTREPRENEURSHIP
Status: Definitive
Code: **4006BUSHN** (108184)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Sadrudin Husain	Y

Academic Level: FHEQ4
Credit Value: 12.00
Total Delivered Hours: 36.00
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Project (2,000 words)	100.0	

Aims

To introduce the student to:

- 1. the concept of enterprise;*
- 2. the nature of the entrepreneur;*
- 3. the nature of the business start-up.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Describe the historical development of trade and industry.
- 2 Describe the nature of entrepreneurship.
- 3 Describe the importance of small business to the economy.
- 4 Describe how enterprise extends into various types of organisation.
- 5 Describe how businesses start.

Learning Outcomes of Assessments

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

CW	1	2	3	4	5
----	---	---	---	---	---

Outline Syllabus

The development of trade, industry and commerce.

Qualities and attributes of the entrepreneur.

Innovation.

Business ideas; niche marketing.

Starting a business.

Support for small business.

Enterprise in large organisations.

Enterprise in the public and voluntary sectors.

Grants and finance.

Business formats.

Learning Activities

The module is delivered through a series of 1 hour lectures, which may contain an element of interaction and class exercises. The workshops will involve students in developing a project.

References

Course Material	Book
Author	Deakins, D and Freel, M
Publishing Year	2009
Title	Entrepreneurship and Small Firms
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Burns, P

Publishing Year	2007
Title	Entrepreneurship and Small Business
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Hisrich, R D, Peters, M P, and Shepherd, D A
Publishing Year	2008
Title	Entrepreneurship
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Science Direct (journal)
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	EBSCO (journal)
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Mintel (journal)
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module provides an introduction to the nature of enterprise and business start-

up. It provides a sound theoretical underpinning in entrepreneurship and introduces the student to the world of the entrepreneur and of small business. The module enables the student to explore, via the project, a detailed aspect of entrepreneurship.