

Liverpool John Moores University

Title: Business and Finance Skills Development
Status: Definitive
Code: **4240BSPTHR** (123906)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
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Academic Level: FHEQ4 **Credit Value:** 30 **Total Delivered Hours:** 60
Total Learning Hours: 300 **Private Study:** 240

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	30
Workshop	30

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Group	This is a group assessment. During this semester-long module, students will be expected to develop and present a business plan on a feasible business idea. The business plan must contain four main sections, which are expected to be submitted as one single piece worth 100%. Each section will be 500 words long: <ul style="list-style-type: none">• Section A: External and	100	

Category	Short Description	Description	Weighting (%)	Exam Duration
		<p>economic business environment (including business overview)</p> <ul style="list-style-type: none"> • Section B: Internal business structure • Section C: Business Model Canvas • Section D: Financial plan <p>The final business plan must be compiled as a report and include the four above sections (A, B, C & D). At the end of the semester each group will be expected to orally present their business plan in a Dragon's Den style pitch.</p> <p>Marking Scheme</p> <p>Section A - 20%</p> <p>Section B - 20%</p> <p>Section C - 20%</p> <p>Section D - 20%</p> <p>Final business plan and pitch – 20%</p>		

Aims

- *Develop awareness of the internal and external business environments.*
- *Explore economic policies such as inflation, interest rates, currency and labour market, etc.*
- *Understand the inner functioning of a business through a closer look at its business model and case studies.*
- *Develop awareness and skills in finance and financial planning with particular respect to HR activities.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of the economy and the external business environment.
- 2 Demonstrate knowledge of the internal business structure through reviewing case study organisations.
- 3 Prepare a business plan through awareness of the business model and internal structures.
- 4 Prepare a financial plan that considers the whole business model as well as changes in the external and internal business.

Learning Outcomes of Assessments

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

Business plan 1 2 3 4

Outline Syllabus

Understanding the external and economic business environment:

- 1. Looking at different industries business analysis tools (i.e. PEST, PESTLE, SWOT, etc.)*
- 2. Looking at economic policy (i.e. interest rates, taxation, inflation, labour market, currency, etc.)*
- 3. Making sense of customer trends, behaviours and tastes.*

Understanding the internal business structure:

- 4. Using case studies to understand how organisations operate internally.*
- 5. Looking at human resource management policies, practices and resources.*
- 6. Calculating the cost of recruiting staff.*

Preparing a business plan with reference to the business model canvas:

- 7. Understanding the building blocks of a business model.*
- 8. Analyse the business model of an existing firm using the business model canvas.*
- 9. Translate the business model and internal and external business structure into a short business plan.*

Prepare a financial plan that considers HR costs / benefits:

- 10. Understand the use of MS Excel in financial planning*
- 11. Costing up the business model using MS Excel*
- 12. Preparing financial statements (cash flow, P&L and balance sheet)*
- 13. Show appreciation for the cost and benefits of HR to an organisation.*

Learning Activities

- Workshops to promote understanding of course materials
- Practical sessions supporting the delivery of reports, budgets, spreadsheets, etc.
- Presentations of business reports
- Dragons den presentation seeking business capital Workshops and seminars to support business growth reporting

Notes

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as one single piece worth 100%. Each section will be 500 words long:

- Section A: External and economic business environment (including business overview)
- Section B: Internal business structure
- Section C: Business Model Canvas
- Section D: Financial plan

The final business plan must be compiled as a report and include the four above sections (A, B, C & D). At the end of the semester each group will be expected to orally present their business plan in a Dragon's Den style pitch.