

## Liverpool John Moores University

Title: INTRODUCTION TO ENTERPRISE  
Status: Definitive  
Code: **4500SM** (107485)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

**Academic Level:** FHEQ4  
**Credit Value:** 12.00  
**Total Delivered Hours:** 20.00  
**Total Learning Hours:** 120  
**Private Study:** 100

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	10.000
Tutorial	8.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	75.0	2.00
Essay	AS2	Individual written assignment (2000 words).	25.0	

### Aims

*To introduce the student to the concepts of innovation and enterprise and to examine the motivation behind the entrepreneur and some factors of new business creation.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Describe and define "enterprise".
- 2 Discuss those factors which contribute to the successful entrepreneur.
- 3 Understand the importance of SMEs to the UK economy.
- 4 Describe the support available to SMEs.
- 5 Understand the factors involved in business start-up.
- 6 Understand the concept of innovation.
- 7 Describe the various forms of enterprise.

## Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7
ESSAY	1	2	3	4	5	6	7

## Outline Syllabus

1. *Definitions of enterprise.*
2. *Historical development of entrepreneurs.*
3. *Cases of entrepreneurs.*
4. *Business start-up motivations.*
5. *SMEs in the economy.*
6. *Support for entrepreneurs and SMEs.*
7. *Innovation.*
8. *Types of enterprise.*

## Learning Activities

The module will be delivered by workshops. Each one will have a main theme and will be supported by notes, when applicable.

## References

<b>Course Material</b>	Book
<b>Author</b>	Stokes & Wilson
<b>Publishing Year</b>	0
<b>Title</b>	Small Business Management & Entrepreneurship
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Deakins & Freel

<b>Publishing Year</b>	0
<b>Title</b>	Entrepreneurship & Small Firms
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Drucker
<b>Publishing Year</b>	0
<b>Title</b>	Innovation and Entrepreneurship
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Birley
<b>Publishing Year</b>	0
<b>Title</b>	Mastering Enterprise
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

This module will introduce the student to the nature of enterprise and business start up.