

Summary Information

Module Code	4519NCCG
Formal Module Title	Entrepreneurial Small Business Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Graham Sherwood	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Nelson and Colne College Group

Learning Methods

Learning Method Type	Hours
Lecture	48

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks
SEP_NS-PAR	PAR	September (Non-standard start date)	12 Weeks

Aims and Outcomes

Aims	Successful completion of this module will support students to understand how to start a new business. This module also introduces students to entrepreneurship, the personal characteristics of entrepreneurs will be explored and the importance of small businesses to the economy. The value of an entrepreneurial skillset and mindset as an employee in the private and public sectors will be discussed.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Identify the characteristics of an entrepreneur, including education and background.
MLO2	Evaluate the impact of small businesses on the economy.
MLO3	Describe the types of venture that may be considered entrepreneurial.
MLO4	Examine the enablers and barriers to entrepreneurship.
MLO5	Apply the role of a leader and the function of a manager in given context and state the benefits of being entrepreneurial in approach.

Module Content

Outline Syllabus

Definition of entrepreneurship
The difference between types of entrepreneur
Sources of entrepreneurial ideas
Intellectual property rights
The role of small firms to the economy nationally, regionally and locally
International entrepreneurship
Characteristics of entrepreneurs
Skills of entrepreneurs
Influential factors on start up businesses
Risk and rewards, including the mitigation of risk

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Presentation	40	0	MLO4, MLO3, MLO1
Report	Report	60	0	MLO5, MLO2