

Liverpool John Moores University

Title: ENTREPRENEURIAL SMALL BUSINESS MANAGEMENT
Status: Definitive
Code: **4519NCCG** (129525)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Nelson Campus, Nelson and Colne College

Team	Leader
Alistair Beere	

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 48
Total Learning Hours: 200
Private Study: 152

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Presentation:Famous entrepreneurs	40	
Report	Report	Report:Role of entrepreneurs in the public sector	60	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the characteristics of an entrepreneur, including education and background.
- 2 Evaluate the impact of small businesses on the economy.
- 3 Describe the types of venture that may be considered entrepreneurial.
- 4 Examine the enablers and barriers to entrepreneurship.
- 5 Apply the role of a leader and the function of a manager in given context and state the benefits of being entrepreneurial in approach.

Learning Outcomes of Assessments

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

Presentation	1	3	4
Report	2	5	

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

Learning Activities

These will not normally be traditional didactic lectures in which the student plays little active part, but will be delivered in small groups of up to 20 students in which their interaction with their tutor is a key ingredient of their learning experience.

Students will receive approximately 30 hours of taught material, supported by in-class exercises and discussions designed to help student assimilate learning and to provide early informal feedback on their progress.

Independent Study

Students are expected to undertake personal reading and research into topic areas that have been stimulated from the lectures and seminars. This reading will enhance their academic work and enable valid contribution to lectures and seminars.

VLE support

This will provide links to academic web-sites and on-line journals, facilitate group discussion outside of the classroom, access to outline lecture notes, and provide students with assessment details.

Notes

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