

## Running a business

### Module Information

2022.01, Approved

#### Summary Information

Module Code	5001LBCENT
Formal Module Title	Running a business
Owning School	Leadership and Organisational Development
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Leadership and Organisational Development

#### Learning Methods

Learning Method Type	Hours
Seminar	42

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

#### Aims and Outcomes

Aims	This module provides students with the opportunity to expand their knowledge and understanding related to creating and managing business ventures. Students will learn how to utilise project management methods and evaluate and apply digital technologies to support and enhance business operations and strategy.
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**After completing the module the student should be able to:**

## Learning Outcomes

Code	Number	Description
MLO1	1	Based on awareness of current theory and practice, evaluate and deploy appropriate business strategies to achieve business objectives
MLO2	2	Apply project management principles and techniques to control and manage the business activities of the team company
MLO3	3	Exploit technology to effectively manage business processes and enhance business performance

## Module Content

Outline Syllabus	Business development / strategy Business operations (concepts, tools and practice) Project management concepts Project management tools Business technology (tools and strategy)
Module Overview	
Additional Information	This module focuses on the management of business ventures. Students will apply knowledge of business strategy, project management to effectively sustain and grow their business ventures.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	30	0	MLO1
Portfolio	Portfolio	70	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Chris Taylor	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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