

Liverpool John Moores University

Title: GRADUATE ENTERPRISE
Status: Definitive
Code: **5003BUSCO** (117177)
Version Start Date: 01-08-2020

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

Team	Leader
Chris Taylor	Y
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 78
Total Learning Hours: 240 **Private Study:** 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	78

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Groupwork Business Plan.	30	
Presentation	Pres.	Groupwork Presentation.	30	
Reflection	Reflection	Individual Learning Logs, 2,000 words.	40	

Aims

To enable students to develop skills associated with developing a business idea into a feasible proposal.

To enable students to develop a business idea into a realistic project which can then trade under the umbrella of Graduate Enterprise.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess own skills and qualities, strengths and weaknesses with regard to particular aspects of forming a business proposal.
- 2 Research the business idea using primary and secondary data.
- 3 Produce a business plan.
- 4 Produce the necessary accounts to show the financial position of the business.
- 5 Demonstrate appropriate communication skills within groups in order to achieve given objectives.
- 6 Reflect on learning experience.

Learning Outcomes of Assessments

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

Report	3	4
Presentation	2	5
Reflection	1	6

Outline Syllabus

Business planning
Market research
Financial planning
Creative thinking and decision making
Business communication
Presentation skills
Business networking
Financial accounts
Market awareness
Online awareness

Learning Activities

Workshops with the emphasis on the development of the business proposal and skills to deliver the proposal.

Workshops to encourage mutual problem solving and reflection.

Notes

Notes will be available on Blackboard