

Liverpool John Moores University

Title: Graduate Enterprise
Status: Definitive
Code: **5005BPR** (121605)
Version Start Date: 01-08-2021

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

Team	Leader
Catherine Bonser	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Off Site	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Business proposal demonstrating market awareness and proof of concept. (Group work)	70	
Reflection	reflection	Reflection on personal development and the learning experience (individual work)	30	

Aims

To develop a business idea in response to an identified business opportunity

Learning Outcomes

After completing the module the student should be able to:

- 1 Use research skills to develop a business idea and appropriate business proposal
- 2 Appraise a business idea in the context of understanding its potential market
- 3 Apply learning and business skills to advance business idea
- 4 Reflect on personal skills and the learning experience

Learning Outcomes of Assessments

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

Group work business proposal	1	2	3
Reflection on learning	4		

Outline Syllabus

Business planning

Market research

Financial planning

Creative thinking and decision making

Presentation skills

Business networking

Learning Activities

Lectures

Guest speakers

Action learning

Research activities

Business networking

Utilisation of business resources

Notes

Graduate Enterprise enables students to engage in the experience of developing a business idea.