

Summary Information

Module Code	5005BPR
Formal Module Title	Graduate Enterprise
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Kehinde Abolarin	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
Business and Management

Learning Methods

Learning Method Type	Hours
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Off Site	11
Workshop	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To develop a business idea in response to an identified business opportunity
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Use research skills to develop a business idea and appropriate business proposal
MLO2	Appraise a business idea in the context of understanding its potential market
MLO3	Apply learning and business skills to advance business idea
MLO4	Reflect on personal skills and the learning experience

Module Content

Outline Syllabus
Business planning Market research Financial planning Creative thinking and decision making Presentation skills Business networking

Module Overview
This module enables you to develop a business idea in response to an identified business opportunity. Graduate Enterprise enables you to engage in the experience of developing a business idea.

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Group work business proposal	70	0	MLO3, MLO1, MLO2
Reflection	Reflection on learning	30	0	MLO4