

## Liverpool John Moores University

Title: Commercial Design and Business Development  
Status: Definitive  
Code: **5006PDE** (120087)  
Version Start Date: 01-08-2019

Owning School/Faculty: Electronics and Electrical Engineering  
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Kevin Johnston	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 72  
**Total Learning Hours:** 200      **Private Study:** 128

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48
Tutorial	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report 1	Research report	40	
Report	Report 2	Business plan	60	

### Aims

*Provide an understanding of the importance of design strategy to an organisation and develops the knowledge and skills associated with developing a new product idea into a feasible business proposal.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a design strategy for a given project and define a business opportunity using secondary and primary data
- 2 Undertake a patent search and apply the principles of IPR, including copyright and design registration.
- 3 Work effectively in small groups and apply appropriate problem solving/decision making techniques to consider commercial and economic constraints.
- 4 Develop and present a business plan.

## **Learning Outcomes of Assessments**

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

Research Report	1	3
Business Plan	2	4

## **Outline Syllabus**

*Module introduction*

*Module guide; aims; learning outcomes; assessment and marking schemes. Outline syllabus; module timetable and student feedback.*

*Business language and basic business concepts:*

*The business context – Commercial realities, risk and reward. Entrepreneurs and intrapreneurs, issues in becoming freelance, self-employed or setting up a small business, advantages, disadvantages, risks, opportunities. Business objectives, strategies, models and competitive advantage.*

*Opportunity identification:*

*Definition of innovation; spotting opportunities – trends, niches, paradigm shifts. Innovation theory; innovation funnel; disruptive innovation V's sustaining innovation; open / closed innovation; design push to market pull; product life cycle.*

*Opportunity evaluation:*

*Traditional approach; integrated and systematic approach to innovation; the innovative environment; teamwork and creativity; Assessing the market, market research, research a potential business opportunity to formulate and justify the development of a product using secondary and primary data and taking into account market demands.*

*Financial Planning:*

*Including: sales forecasts, profit and loss, cash flow, balance sheets, break-even analysis and business ratios.*

*Business Planning:*

*Including: company description, mission statement, business strategy, product/service description, market analysis and management team.*

*Business Development:*

*Business strategy and planning including costing, validating and exploiting IPR. How to identify a suitable bank and business loan, Government backed grant and loan schemes, business support organisation such as Business Link; The local chamber of commerce; The Federation of Small Businesses; The Forum of Private Business; National Enterprise Network.*

*HM Revenue & Customs; Health and Safety Executive; Companies House; Business Enterprise Support; UK Trade & Investment.*

## **Learning Activities**

This module will be delivered through an integrated series of lectures, tutorials, practical sessions, guided design activities and case studies. The learning activities are to be student focused and develop the students design knowledge through experiential learning.

## **Notes**

This module is delivered using a variety methods including lectures, seminars, tutorials and practical sessions. The module will be delivered from a engineering and product design perspective.