

Liverpool John Moores University

Title: Graduate Enterprise
Status: Definitive
Code: **5023SPOBUS** (120661)
Version Start Date: 01-08-2019

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

| Team | Leader |
|-----------------|--------|
| Track Dinning | Y |
| Louise Williams | |
| Sarah Nixon | |

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 | Ass 1 | Group work Business Plan (2000-word equivalent) | 30 | |
| Presentation | Ass 2 | Group work Presentation (Trade event presentation) | 30 | |
| Reflection | Ass 3 | Individual Learning Log (2500-word equivalent) | 40 | |

Aims

To enable students to develop skills associated with developing a business idea into a feasible proposal and 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 Identify appropriate research skills to inform a business idea.
- 2 Apply theoretical practice to the running of a chosen business idea.
- 3 Analysis of theory in relation to running a small business.

Learning Outcomes of Assessments

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

| | |
|--------------------------|---|
| Group work Business Plan | 1 |
| Group work Presentation | 2 |
| Individual Learning Log | 3 |

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

This module will be taught in conjunction with a level 5 module from the Business School, under the umbrella of Young Enterprise. There are more learning outcomes on this module so it is of a similar nature to the equivalent Graduate Enterprise module in the Business School.