

Liverpool John Moores University

Title: Enterprise & Professional Practice
Status: Definitive
Code: **5036BUSMK** (123169)
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
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	A 1500 word business proposal addressing a market opportunity, demonstrating appropriate research and market understanding. (Group submission)	30	
Portfolio	portfolio	A portfolio of evidence demonstrating individual learning (2500 words or equivalent) (Individual submission)	70	

Aims

The aim of the course is to provide students with the knowledge and skills to act

entrepreneurially.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and evaluate a range of business data, sources of information and appropriate methodologies to identify and exploit a business opportunity
- 2 Explore a number of techniques used to stimulate innovation, creativity and enterprise and apply these techniques to generate, develop and communicate a new project plan
- 3 Reflect on personal development in the context of entrepreneurship and enterprise skills

Learning Outcomes of Assessments

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

Business proposal	1	2
Individual reflection	3	

Outline Syllabus

The module will provide students with the opportunity to develop their knowledge and understanding of how relevant academic theory can be related to industry opportunities and/or problems to produce innovative and creative solutions. Topics covered on the module will include:

Team working

Situational audit

Business modelling

Strategy thinking

Idea generation, creativity and innovation

Blue ocean thinking

New ideas proposals and selection

Presentation skills, report writing and tactics required for implementation of new solutions.

The application of relevant academic and industry knowledge to industry challenges provides students with opportunities to develop and demonstrate their leading edge ideas and increase their employability skills.

Learning Activities

The seminars will focus on skills to support students to work in teams to develop a business solution / idea

Notes

The module will provide students will the opportunity to relate relevant academic theory to industry practice and develop innovative business ideas