

Summary Information

Module Code	5036BUSMK
Formal Module Title	Enterprise and Professional Practice
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Workshop	44

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	The aim of the course is to provide students with the knowledge and skills to act entrepreneurially.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse and evaluate a range of business data, sources of information and appropriate methodologies to identify and exploit a business opportunity
MLO2	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
MLO3	3	Reflect on personal development in the context of entrepreneurship and enterprise skills

Module Content

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.
Module Overview	The module will provide you with the opportunity to relate relevant academic theory to industry practice and develop innovative business ideas.
Additional Information	The module will provide students with the opportunity to relate relevant academic theory to industry practice and develop innovative business ideas

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Business proposal	30	0	MLO1, MLO2
Artefacts	Individual reflection	70	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Catherine Bonser	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------