

## Liverpool John Moores University

Title: SMALL BUSINESS ENTERPRISE  
Status: Definitive  
Code: **5036TEF** (103810)  
Version Start Date: 01-08-2016

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

Team	Leader
Heather Griffiths	Y

**Academic Level:** FHEQ5      **Credit Value:** 12      **Total Delivered Hours:** 21  
**Total Learning Hours:** 120      **Private Study:** 99

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	15
Seminar	5

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Business Plan with Report	60	
Exam	AS2	Examination	40	1

### Aims

*To understand the nature of small and medium sized enterprises and to be aware of the concept of entrepreneurs. To introduce the basic principles of setting up a small business or social enterprise.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Appreciate the concepts of enterprise and entrepreneurialism;
- 2 Understand the role of SMEs and social enterprises and the issues they face in the UK economy;
- 3 Identify sources of finances and financial planning for SMEs and social enterprises;
- 4 Appreciate the management and marketing issues facing SMEs and social enterprises;
- 5 Produce a business plan for a small business or social enterprise start-up on the proforma provided with a supportive report (report of approximately 1000 words), promoting the business, elaborating on factors in the plan, stating how the risk will be managed, and future expansion ideas.

### **Learning Outcomes of Assessments**

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

Business Plan Report	3	4	5		
EXAM	1	2	3	4	5

### **Outline Syllabus**

*Concepts and historical development of entrepreneurs. Profile of entrepreneurs; case studies. Types and identifies of SMEs and social enterprises. Marketing management issues specific to SMEs. Setting up a SME : legal aspect, Co-operatives, community, part-time, voluntary, marketing audit. Financial planning and accounts; grant support, government assistance ect. Expanding/restucturing SMEs.*

### **Learning Activities**

Students will work individually on business and social enterprise start-up plans guided by lectures, current advisory information, web research and 'business plan clinics' with their tutor.

Students will be encouraged to consider this as a 'realtime' project that would commence at the end of their degree and to make suitable financial projections. Students will be encouraged to discuss their plans with the wider group to elicit ideas and further discussion.

Up to date learning materials, journal/newspaper articles and recent examples of entrepreneurial activity will be integrated into the module.

Appropriate linkage will be made with the University Enterprise support activity and other outside bodies.

### **Notes**

This module aims to encourage students to appreciate the concept of entrepreneurs

and the role of SMEs and social enterprises in the UK economy. It discusses the sources of funding available to SMEs and provides students with the management awareness and marketing and financial accounting skills to prepare a start-up plan.