

Liverpool John Moores University

Title: GRADUATE ENTERPRISE 2
Status: Definitive
Code: **5039BUSIS** (108214)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Janet Farrow	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group Business Plan	30.0	
Presentation	AS2	Group Presentation	30.0	
Reflection	AS3	Individual Learning Logs	40.0	

Aims

To enable students to develop a business idea into a 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 Assess own skills/qualities, strengths and weaknesses with regard to particular aspects of running a business.
- 2 Demonstrate appropriate communication skills within groups in order to achieve given objectives.
- 3 Produce the necessary accounts to show the financial position of the business.
- 4 Reflect on the learning experience.

Learning Outcomes of Assessments

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

CW	2	3
CW	2	3
CW	1	4

Outline Syllabus

Business networking
Financial accounts
Market awareness
Online awareness
Presentations

Learning Activities

Workshops to encourage mutual problem solving and reflection.

References

Course Material	Book
Author	Stokes, D and Nicholas Wilson
Publishing Year	2006
Title	Small business management and entrepreneurship
Subtitle	
Edition	5th edition
Publisher	Thomson Learning
ISBN	

Course Material	Book
Author	Mullins, L J
Publishing Year	1999
Title	Management and Organisational Behaviour
Subtitle	
Edition	

Publisher	Financial Times/Prentice Hall
ISBN	

Course Material	Book
Author	Williams, S
Publishing Year	2004
Title	Loydes TSB Small business Guide
Subtitle	
Edition	
Publisher	Vitesse Media, London
ISBN	

Course Material	Book
Author	Blackwell, E
Publishing Year	2004
Title	How to Prepare a Business Plan
Subtitle	
Edition	
Publisher	Kogan Page, London
ISBN	

Course Material	Book
Author	Aaker, David A
Publishing Year	2003
Title	Marketing research
Subtitle	
Edition	
Publisher	Wiley
ISBN	

Course Material	Book
Author	Marinel, Alan Le
Publishing Year	2005
Title	Start and run your own business
Subtitle	the complete guide to setting up and managing a small business
Edition	2nd
Publisher	How to books
ISBN	

Course Material	Book
Author	Stone, P.
Publishing Year	2001
Title	Understanding small business accounting
Subtitle	learn the essentials of financial accounting and stay in control of your business
Edition	

Publisher	Oxford Essentials
ISBN	

Notes

Group courseworks will normally be in week 11 and 12 semester two.
Individual logs will normally be submitted in week 12.