

Liverpool John Moores University

Title: GRADUATE ENTERPRISE 1
Status: Definitive
Code: **5040BUSIS** (108215)
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 1

Component	Contact Hours
Workshop	24.000

Grading Basis: 40 %

Assessment Details

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

Aims

To enable students to develop skills associated with developing a business idea into a feasible proposal.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess own skills and qualities , strengths and weaknesses with regard to particular aspects of forming a business proposal.
- 2 Research the business idea using primary and secondary data.
- 3 Produce a business plan.
- 4 Demonstrate appropriate communication skills within groups in order to achieve given objectives.
- 5 Reflect on learning experience.

Learning Outcomes of Assessments

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

CW	1	2	3	4
CW	4			
CW	1	5		

Outline Syllabus

Business planning
Market research
Financial planning
Creative thinking and decision making
Business communication
Presentation skills

Learning Activities

Workshops with the emphasis on the development of the business proposal and skills to deliver the proposal.

References

Course Material	Book
Author	Stokes, D.
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	Blackwell, E
Publishing Year	2004
Title	How to Prepare a Business Plan
Subtitle	
Edition	
Publisher	Wiley, New York
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	Bates, M.E. and R.Basch
Publishing Year	2001
Title	Super searchers cover the world
Subtitle	the online secrets of international business researchers
Edition	
Publisher	Cyber Age Books
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 edition
Publisher	How to books
ISBN	

Notes

This module is supported by Student Enterprise and the Young Enterprise

Organisation