

## Liverpool John Moores University

Title: Small Business & Entrepreneurship  
Status: Definitive  
Code: **5053BUSBM** (121611)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Seamus O'Brien	Y
Emer Gallagher	

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 45

**Total Learning Hours:** 200      **Private Study:** 155

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2500 word individual report	75	
Exam	Exam	1 hour examination	25	1

### Aims

*According to the Department for Business Innovation and Skills, small to medium-sized enterprises account for 99.9% of all private sector businesses in the UK, employ over 15 million people and have a combined turnover of over £1,647 billion. It is crucial Business Management students can appreciate their importance to the economy, understand how to start-up and grow a business and the factors likely to*

*influence their success or failure.*

*The aims of the module are to enable students to examine the concept of entrepreneurship and small business management; to enable them to understand the process of starting-up and managing a new business and to facilitate students understanding of the financial reporting statements, which assist in the process of assessing a small business' performance*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate the importance of SMEs to the economy
- 2 Illustrate the process of starting-up a new business and critically evaluate the factors likely to impact its success or failure
- 3 Critically evaluate the approaches to and issues of managing a Small to Medium-Sized Enterprise
- 4 Interpret financial accounting statements in order to evaluate how a smaller business is performing

## **Learning Outcomes of Assessments**

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

2500 word individual report	1	2	3
1 hour examination	4		

## **Outline Syllabus**

*Significance of small to medium-sized enterprises to the economy*  
*Different types of entrepreneurship and entrepreneurs*  
*The process of starting-up a new business*  
*Innovation in smaller businesses*  
*Managing a small to medium-sized enterprise*  
*Growing a small business*  
*Using financial accounts to understand a small businesses performance*

## **Learning Activities**

This module will be delivered through lectures, seminars and workshops.

Lectures which will each last 1 hour will introduce students the various topics being covered in the module. Each lecture will start with an overview of the expected learning outcomes. Lectures will aim to cater to variety of learning preferences with coverage of academic theories and concepts as well practical examples.

Seminars which will each last 1 hour will allow the students to consider the content of

the previous lecture in more depth. Students will be expected to discuss key issues and questions presented in the lecture in smaller groups.

Workshops which will last for 2 hours each will aim to provide students with opportunities to examine issues in far more detail, to reflect on case studies, industry reports and other relevant sources of information. A wide range of teaching and learning approaches will be utilised including debates, student presentations and opportunities to undertake independent research.

## **Notes**

This module introduces students to the process of starting-up, managing and growing a new business. It focuses on the various aspects of a smaller business which are likely to make it a success or failure.