

Module Information

2022.01, Approved

Summary Information

Module Code	5053YPCBM
Formal Module Title	Small Business and Entrepreneurship
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate the importance of SMEs to the economy
MLO2	2	Illustrate the process of starting-up a new business and critically evaluate the factors likely to impact its success or failure
MLO3	3	Critically evaluate the approaches to and issues of managing a Small to Medium-Sized Enterprise
MLO4	4	Interpret financial accounting statements in order to evaluate how a smaller business is performing

Module Content

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
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	2500 word individual report	75	0	MLO1, MLO2, MLO3
Exam	1 hour examination	25	1	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Seamus O'Brien	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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