

## Liverpool John Moores University

Title: SMALL BUSINESS MANAGEMENT  
Status: Definitive  
Code: **5500EB** (107389)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Isle of Man International Business School

| Team      | Leader |
|-----------|--------|
| Alex Watt | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120  
**Private Study:** 94

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 12.000        |
| Tutorial  | 12.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Exam     | AS1               | Examination | 75.0          | 2.00          |
| Essay    | AS2               | Coursework  | 25.0          |               |

### Aims

1. To enable students to examine the concept of self-employment.
2. To enable students to analyse the special requirements of management within small to medium enterprises (SMEs).

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the advantages and disadvantages associated with self employment/free-lancing and SMEs.
- 2 Appreciate the nature of entrepreneurship.
- 3 Understand the position and importance of small business to the UK economy.
- 4 Comprehend the process of business start-up.
- 5 Assess the range of support available to SMEs.

## Learning Outcomes of Assessments

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

|       |   |   |   |
|-------|---|---|---|
| EXAM  | 1 | 2 | 3 |
| ESSAY | 4 | 5 |   |

## Outline Syllabus

1. *The small business and the UK economy.*
2. *The entrepreneur.*
3. *The process of business start-up.*
4. *Business planning.*
5. *Support for new businesses.*
6. *Marketing for small business.*
7. *Business functions in small organisations.*
8. *Managing growth.*

## Learning Activities

There will be weekly lectures, tutorials and directed study. Tutorials will consist of presentations, discussions, exercises, etc. Each one will have a main theme and will be supported by notes, when applicable.

## References

|                        |  |
|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | Stokes and Wilson                            |
| <b>Publishing Year</b> | 0  |
| <b>Title</b>           | Small Business Management & Entrepreneurship |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         |  |
| <b>Publisher</b>       |  |
| <b>ISBN</b>            |  |

|                        |                   |
|------------------------|-------------------|
| <b>Course Material</b> | Book              |
| <b>Author</b>          | Deakins and Freel |

|                        |                                |
|------------------------|--------------------------------|
| <b>Publishing Year</b> | 0                              |
| <b>Title</b>           | Entrepreneurship & Small Firms |
| <b>Subtitle</b>        |                                |
| <b>Edition</b>         |                                |
| <b>Publisher</b>       |                                |
| <b>ISBN</b>            |                                |

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|------------------------|---------------------------------|
| <b>Course Material</b> | Book                            |
| <b>Author</b>          | Drucker                         |
| <b>Publishing Year</b> | 0                               |
| <b>Title</b>           | Innovation and Entrepreneurship |
| <b>Subtitle</b>        |                                 |
| <b>Edition</b>         |                                 |
| <b>Publisher</b>       |                                 |
| <b>ISBN</b>            |                                 |

|                        |                      |
|------------------------|----------------------|
| <b>Course Material</b> | Book                 |
| <b>Author</b>          | Birley               |
| <b>Publishing Year</b> | 0                    |
| <b>Title</b>           | Mastering Enterprise |
| <b>Subtitle</b>        |                      |
| <b>Edition</b>         |                      |
| <b>Publisher</b>       |                      |
| <b>ISBN</b>            |                      |

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## Notes

The module will provide an insight into the theoretical and practical aspects of self employed and small business management.