

## Liverpool John Moores University

Title: Enterprise and Business Planning  
Status: Definitive  
Code: **5506MMET** (123696)  
Version Start Date: 01-08-2020

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Teri Howson-Griffiths	

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 32  
**Total Learning Hours:** 200  
**Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	20
Tutorial	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Business plan	100	

### Aims

*This module allows students to utilise their entrepreneurial skills and apply knowledge and understanding of marketing, finance, funding, law, resources, and operations gained in earlier modules, to create their own business plan for a music, entertainment, theatre or events business.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Apply knowledge to produce an effective and efficient marketing plan as an integral element in a consistent and coherent business plan
- 2 Apply knowledge to produce an effective and efficient resources plan as an integral element in a consistent and coherent business plan
- 3 Analyse relevant sources of funding for a business proposal as an integral element in a consistent and coherent business plan
- 4 Calculate and analyse relevant data in order to produce realistic financial forecasts as an integral element in a consistent and coherent business plan
- 5 Analyse legal and ethical factors affecting a business proposal as an integral element in a consistent and coherent business plan

### **Learning Outcomes of Assessments**

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

Business Plan	1	2	3	4	5
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### **Outline Syllabus**

*Appraising business ideas and establishing a business model*  
*Analysing the environment, stakeholder expectations and organizational purposes*  
*Intellectual property management strategies*  
*What makes a good business plan?*  
*Identifying mission, aims and objectives*  
*Presenting a rationale for the marketing plan*  
*Marketing strategy. Operations and resources plan*  
*Financial forecasts. Obtaining funding in the private sector*  
*Legal structures and contractual arrangements*

### **Learning Activities**

- Lectures to introduce key issues and concepts
- Seminars led by staff or students incorporating application of concepts to different situations utilising group activities and individual presentations where appropriate
- Small group tutorials to discuss application of concepts to, and development of, students' own business plans
- Individual study in line with guidance and direction from tutors

### **Notes**

MODULE LEADER IS PHIL SAXE (p.saxe@lipa.ac.uk)