

Summary Information

Module Code	5506MMET
Formal Module Title	Enterprise and Business Planning
Owning School	Liverpool Screen School
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
Liverpool Institute for Performing Arts

Learning Methods

Learning Method Type	Hours
Lecture	20
Tutorial	12

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Apply knowledge to produce an effective and efficient marketing plan as an integral element in a consistent and coherent business plan
MLO2	2	Apply knowledge to produce an effective and efficient resources plan as an integral element in a consistent and coherent business plan
MLO3	3	Analyse relevant sources of funding for a business proposal as an integral element in a consistent and coherent business plan
MLO4	4	Calculate and analyse relevant data in order to produce realistic financial forecasts as an integral element in a consistent and coherent business plan
MLO5	5	Analyse legal and ethical factors affecting a business proposal as an integral element in a consistent and coherent business plan

Module Content

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
Module Overview	
Additional Information	MODULE LEADER IS PHIL SAXE (p.saxe@lipa.ac.uk)

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Practice	Business Plan	100	0	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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