

## Liverpool John Moores University

Title: ENTERPRISE DEVELOPMENT  
Status: Definitive  
Code: **5507ENGIOM** (107408)  
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering  
Teaching School/Faculty: Isle of Man College

Team	Leader
Gary Colquhoun	Y

**Academic Level:** FHEQ5      **Credit Value:** 12.00      **Total Delivered Hours:** 24.00  
**Total Learning Hours:** 120      **Private Study:** 96

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Business Plan	40.0	
Essay	AS2	Group Presentation	30.0	
Essay	AS3	Individual Learning Logs	30.0	

### Aims

*To enable the student to develop skills required to manage an enterprise project*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Research a business idea using secondary and primary data.
- 2 Apply problem solving and decision making techniques to formulate solutions for management challenges
- 3 Demonstrate appropriate communication skills within groups in order to achieve given objectives.
- 4 Reflect on the learning experience

### Learning Outcomes of Assessments

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

CW	1	2	3
CW	2	3	4
CW	4		

### Outline Syllabus

*Business planning*  
*Group working skills*  
*Research Skills*  
*Creative Thinking and Decision Making*  
*Communication Skills*  
*Financial management skills*  
*Project management skills*

### Learning Activities

Lectures/Workshops

### References

<b>Course Material</b>	Book
<b>Author</b>	Naylor J
<b>Publishing Year</b>	1999
<b>Title</b>	Management
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Stokes D
<b>Publishing Year</b>	2002
<b>Title</b>	Small Business Management

<b>Subtitle</b>	
<b>Edition</b>	3rd ed
<b>Publisher</b>	Letts Educational
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Mullins, L.J
<b>Publishing Year</b>	1999
<b>Title</b>	Management and Organisational Behaviour
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Financial Times/Prentice Hall Publishing
<b>ISBN</b>	

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### Notes

Group assignments will encourage the students to work together co-operatively and produce a fully researched and structured business plan, which will enable them to develop and practice management skills. It will also refine their communication skills and enable them to communicate their ideas and achievements to others both written and orally. Individual assignment will encourage the students to reflect on their learning during the module.