

## Liverpool John Moores University

Title: STRATEGIC ARTS MANAGEMENT & BUSINESS PLANNING  
Status: Definitive  
Code: **5507MTE** (118548)  
Version Start Date: 01-08-2019

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

Team	Leader
Mike McCormack	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24  
**Total Delivered Hours:** 41  
**Total Learning Hours:** 240  
**Private Study:** 199

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Tutorial	15

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Written Assignment - Report (1000 words)	30	
Portfolio	Bus Plan		70	

### Aims

*This module allows learners to utilise their entrepreneurial skills, develop an appreciation of business modelling and strategy, 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, theatre and entertainment business.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a comprehensive business model
- 2 Apply their understanding and knowledge of customer value propositions, target markets, value chains, value networks and competitive advantage
- 3 Demonstrate an ability to evaluate and research a business idea
- 4 Develop an effective and efficient marketing plan
- 5 Identify and evaluate relevant sources of funding for a business proposal
- 6 Collect and evaluate relevant data in order to produce realistic financial forecasts
- 7 Identify and analyse legal factors affecting a business proposal

## Learning Outcomes of Assessments

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

Written Assignment 1000 words	1	2				
Business Plan 5000 words	3	4	5	6	7	

## Outline Syllabus

- *strategies and business models*
- *value propositions*
- *target marketing*
- *value chain and network*
- *generic competitive strategy*
- *analyzing the environment, stakeholder expectations and organizational purposes*
- *intellectual property management strategies*
- *what makes a good business plan?*
- *identifying business ideas and establishing a business model*
- *identifying mission, aims and objectives*
- *presenting a supporting analysis for the marketing plan*
- *marketing strategy*
- *operations and resources plan*
- *financial forecasts*
- *obtaining funding in the private sector*
- *legal structures and contractual arrangements*
- *communicating and presenting your plan*

## Learning Activities

The module will be delivered utilising a range of teaching and learning strategies to include:

- Lectures to introduce key issues and concepts
- Seminars led by staff or learners incorporating application of concepts to different situations utilising group activities and individual presentations where appropriate
- Small group tutorials to investigate document progression and understanding of key issues
- Individual study in line with guidance and direction from tutors

## **Notes**

Course Notes