Liverpool John Moores University

Title: ENTERPRISE DEVELOPMENT
Status: Definitive
Code: **5513ENGHAL**   (106676)
Version Start Date: 01-08-2016

Owning School/Faculty: Maritime and Mechanical Engineering
Teaching School/Faculty: Riverside College

Team	Leader
Russell English	Y

Academic Level:	FHEQ5	**Credit Value:**	12	**Total Delivered Hours:**	24
Total Learning Hours:	120	**Private Study:**	96		

Delivery Options
Course typically offered: Summer

Component	Contact Hours
Lecture	12
Workshop	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Group Business Plan	40	
Essay	AS2	Group Presentation	30	
Essay	AS3	Individual Learning Logs	30	

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

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.