

### Summary Information

Module Code	5607TECYPC
Formal Module Title	Business and Entrepreneur
Owning School	Engineering
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
YPC International College (Kolej Antarabangsa YPC)

### Learning Methods

Learning Method Type	Hours
Lecture	36
Tutorial	36

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	This module aims to enable students to develop an entrepreneurial mind set, whether working for a large organisation, setting up a new business venture, or managing small to medium – sized enterprise. More specifically, this module helps the students to understand their learning and entrepreneurial abilities, the ways of how such skills can be strengthened and the impact of their capabilities in management.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Define corporate entrepreneurship and analyse the challenges and issues in corporate venturing
MLO2	2	Identify learning styles and understand the relationship between learning and entrepreneurship.
MLO3	3	Understand different management strategies and identify the management approach that suits your learning and entrepreneurial skill sets.
MLO4	4	Examine the different success factors for an entrepreneurial organisation.

## Module Content

Outline Syllabus	The entrepreneur as an individual:• Defining entrepreneurship• Personality and self-awareness• Types of entrepreneurs• Learning styles The entrepreneurial resources:• Human, financial and social capital in relation to survival and growth• Constructive communication and social networking• Sources of capital and business support The entrepreneurial process:• Introduction to strategic entrepreneurship: interactions between the entrepreneur and business• The nature of business opportunity• Entrepreneurial learning• Creating an entrepreneurial culture: corporate entrepreneurship• Building an entrepreneurial structure Entrepreneurship and corporate venturing:• Managing an entrepreneurial organisation• Developing strategies for growth• Encouraging entrepreneurial innovation, creativity and marketing
Module Overview	
Additional Information	This module enhances the learning experience by linking the real business environment and the entrepreneurs/entrepreneurial managers. It helps future entrepreneurs/managers to think and act more strategically and pro-actively in the ever-changing environment. This module is designed to help individuals to explore their learning styles, skills, and what types of entrepreneurs they are. It helps individuals to have a better understanding of themselves and to choose their future career path.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	case study based report	30	0	MLO1, MLO2
Portfolio	environment analysis	70	0	MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings

Karl Jones	Yes	N/A
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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