

Liverpool John Moores University

Title: Business and Entrepreneur
Status: Definitive
Code: **5607TECYPC** (121722)
Version Start Date: 01-08-2020

Owning School/Faculty: Engineering
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Karl Jones	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 72
Total Learning Hours: 200
Private Study: 128

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	36
Tutorial	36

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Case study based report (equivalent to 1500 words)	30	
Essay	AS2	Entrepreneurial environment analysis (equivalent to 2500 words)	70	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

case study based report	1	2
environment analysis	3	4

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*

Learning Activities

Workshops comprise various activities, including formal input, small group discussion, student presentation, and evaluations of case studies.

Notes

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.