

Summary Information

Module Code	6001LBSBSC
Formal Module Title	Business Plan Consultancy
Owning School	Business and Management
Career	Undergraduate
Credits	40
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Barton	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Fragkoulis Papagiannis	Yes	N/A
Sameer Qaiyum	Yes	N/A
Fredrick Agboma	Yes	N/A
Nigel Glass	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	76

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	28 Weeks

Aims and Outcomes

Aims	This module aims to enable students to understand business problems issues, particularly at the strategic level. In the process they will acquire the skills and knowledge to formulate a business plan of sufficient robustness and rigour to be acceptable to business executives. Thus students will be exposed to and achieve insights into real-world business issues, which will be addressed with key academic theories and models to develop solutions that meets client needs.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically evaluate business issues and identify opportunities.
MLO2	Critically analyse the issues involved in developing business solutions including ICT.
MLO3	Identify the importance and relevance of practical business (including reference to business theories and models) solutions and the impact their introduction can have on a company.
MLO4	Establish personal effectiveness as part of a consultancy team.
MLO5	Develop and demonstrate business consultancy skills of active listening, presentations, influencing, and networking.

Module Content

Outline Syllabus

Gaining trust, learning to listen
Problem solving and diagnosis
Internal analysis (value chain, quality management, balanced scorecard)
Strategic partnerships (JIT, supply chain, virtual organisations)
Influencing techniques
Risk Management
E-business
Globalisation
Knowledge management
Creating a business plan
Personal effectiveness, consultancy communication skills, networking, sales, and objection handling.

Module Overview

This module aims to enable you to understand business problems and issues, particularly at strategic level. In the process you will acquire the skills and knowledge to formulate a business plan of sufficient robustness and rigour to be acceptable to business executives.

Additional Information

This module will give students work experience to add to their competences, life skills and greater employability.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Report 1	30	0	MLO1, MLO3, MLO2
Presentation	Presentation	20	0	MLO5, MLO4
Report	Report 2	50	0	MLO5, MLO4, MLO1, MLO3, MLO2