

## Liverpool John Moores University

Title: Enterprise & Entrepreneurship for Events  
Status: Definitive  
Code: **6001SSLN** (122423)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Thomas Fletcher	Y
Peter Scott	

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 40  
**Total Learning Hours:** 200      **Private Study:** 160

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Pitch (8 min)	30	
Report	AS2	Business Plan (2500 words equivalent)	70	

### Aims

*To develop an understanding of the concepts of entrepreneurship and business enterprise.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the key elements of a proposed business start-up.
- 2 Demonstrate and apply entrepreneurial skills

### **Learning Outcomes of Assessments**

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

Individual Pitch	1	2
Business	1	2

### **Outline Syllabus**

*The importance of start-up businesses and SMEs to the economy. Creativity, innovation and the market place. Business structures. The contribution of social enterprises. Business research. Networking and information sources including social media. Business planning and objective setting. Running the business/business maturity. Marketing for small business. Entrepreneurial skills. Business Start-up.*

### **Learning Activities**

Students will work individually on their chosen business idea. They will present their business idea to a panel of tutors and they will receive feedback from their presentation which will inform the subsequent development of an assessed business plan

### **Notes**

To develop an understanding of the concepts of entrepreneurship and business enterprise.