

Summary Information

Module Code	6003LBSEVM
Formal Module Title	Entrepreneurship and Innovation
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To develop an understanding of the concepts of entrepreneurship, innovation and business start-up.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse key elements of a proposed business start-up.
MLO2	2	Synthesize a range of entrepreneurial skills and apply to a chosen business idea.
MLO3	3	Apply research and business skills to develop and advance a business idea.

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	AS1	30	0	MLO1, MLO2, MLO3
Report	AS2	70	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tom Fletcher	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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