

Liverpool John Moores University

Title: The Media Entrepreneur
Status: Definitive
Code: **6004AMP** (120143)
Version Start Date: 01-08-2019

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Kevin Johnston	Y

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 72
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Tutorial	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Develop a business proposition based on researching a commercial opportunity for a music/audio-related product, service, event or organisation	40	
Report	AS2	Develop a business plan to exploit that opportunity	50	
Presentation	AS3	Pitch the plan to an audience	10	

Aims

To enable the student to develop the managerial skills and commercial awareness required to research and create a business plan.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply decision making techniques to select a solution to a potential business opportunity
- 2 Apply intellectual property law and contract law to a business model
- 3 Model product cost, sales and profit
- 4 Develop marketing and sales strategies
- 5 Define, develop and present a business plan

Learning Outcomes of Assessments

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

Develop a Business Proposition	1	2
Develop a Business Plan	3	
Pitch the Plan to an Audience	4	5

Outline Syllabus

The business context, commercial realities, risk and reward, entrepreneurs and intrapreneurs, issues in becoming freelance, self employed or setting up a small business, businesses as legal entities, types of business organisational culture, organisational structure

Business objectives, strategies, business models, competitive advantage

Spotting opportunities, assessing the market, secondary and primary market research

The macro-environmental analysis, PEST factors, globalisation

The micro-environment, Porter's Five Forces

Value drivers, cost drivers, generic strategies

Internal audit : value chain analysis

Segmentation, targeting and positioning

Branding

The Marketing Mix : The product concept, customer utility, value and benefits, promotion (marketing communications and sales), price, place

The role of the manager, key theorists in management, management's social ethical and legal responsibilities, Corporate Social Responsibility

Fundamental principles of intellectual property law. Trade secrets, patents and publication.

Fundamentals of contract law.

Managing money: accounting and financial statements

Modelling product cost, sales, and profit.

Economic modelling, sensitivities, forecasting cash flow (NPV) and investment appraisal.

Managing people: motivation, management styles

Learning Activities

Attend all lectures, tutorial and practical sessions.
Engage with on-line learning materials via Blackboard.
Research and produce the output for the practical assignment

Notes

This module will help to develop the skills to understand the interaction of different elements of a business. It will enable the student to develop skills required to research and develop a business plan with associated marketing and distribution elements for music/audio-related product, service, event or organisation.