

## Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Applied Business Entrepreneurship  
Status: Definitive  
Code: **6009LBSBSC** (126361)  
Version Start Date: 01-08-2021

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

| Team              | Leader |
|-------------------|--------|
| Deborah Humphreys | Y      |

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 4             |
| Tutorial  | 11            |
| Workshop  | 29            |

**Grading Basis:** 40 %

### Assessment Details

| Category   | Short Description | Description                 | Weighting (%) | Exam Duration |
|------------|-------------------|-----------------------------|---------------|---------------|
| Report     | Report            | Business Plan               | 80            |               |
| Reflection | Refl              | Reflection on Business Plan | 20            |               |

### Aims

*The aims of this module are for students to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models in the development of a solution that meets with the client's needs.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate business practice with reference to theoretical frameworks.
- 2 Examine and apply strategic decision making to a variety of organisations.
- 3 Demonstrate their communicate expertise in order to support decision making.
- 4 Develop feasible conclusions and recommendations achieving the project aim.

## Learning Outcomes of Assessments

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

|                             |   |   |   |   |
|-----------------------------|---|---|---|---|
| Business Plan               | 1 | 2 | 3 | 4 |
| Reflection on Business Plan | 4 |   |   |   |

## Outline Syllabus

*Introduction, team working – communication and negotiation*

*Professionalism – working with stakeholders*

*Project management and delivery – scoping and planning the project*

*Managing resources, stakeholders and creating value*

*Reflective learning*

*Measuring success*

*Creating a sustainable operation – legacy planning*

*Preparing a project report*

## Learning Activities

Formal lectures, workshops and tutorials.

The students will be given a practical business problem set by an actual company.

Students will work in teams to solve the business problem presented.

## Notes

No Course Notes Were Provided.