

## Liverpool John Moores University

Title: BUSINESS AND THE ENTREPRENEUR  
Status: Definitive  
Code: **6014BUSBM** (116911)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
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**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 78  
**Total Learning Hours:** 240      **Private Study:** 162

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	26
Workshop	52

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Presentation	60	
Essay	Essay	Essay	40	

### Aims

*This module aims to enable students to develop an entrepreneurial mind set, whether working for a large organisation, setting up a new business venture, or managing a small to medium-sized enterprise. More specifically, this module helps the students to understand their learning and entrepreneurial abilities, the ways of how such skills can be strengthened and the impact of their capabilities on management.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Define corporate entrepreneurship and critically identify challenges and issues in corporate venturing
- 2 Critically identify and analyse issues in managing an entrepreneurial organisation
- 3 Identify learning styles, and understand the relationship between learning and entrepreneurship
- 4 Critically analyse different management strategy and identify the management approach that suits your learning and entrepreneurial skill sets
- 5 Critically identify and examine the different success factors for an entrepreneurial organisation

## Learning Outcomes of Assessments

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

Presentation	1	2	3
Essay	4	5	

## Outline Syllabus

-- *The entrepreneur as an individual:*

*Defining entrepreneurship*

*Personality and self-awareness*

*Type of entrepreneurs*

*Learning styles*

-- *The entrepreneurial resources:*

*Human, financial and social capital in relation to survival and growth*

*Constructive communication and social networking*

*Sources of capital and business support*

-- *The entrepreneurial process:*

*Introduction to strategic entrepreneurship: interactions between the entrepreneur and business*

*The nature of business opportunity*

*Entrepreneurial learning*

*Creating an entrepreneurial culture: corporate entrepreneurship*

*Building an entrepreneurial structure*

-- *Intrapreneurship and corporate venturing:*

*Managing an entrepreneurial organisation*

*Developing strategies for growth*

*Encouraging entrepreneurial innovation, creativity and marketing*

## **Learning Activities**

Workshops comprise various activities, including formal input, small group discussion, student presentation, evaluations of case studies, and interactive sessions with guest speakers who may be practitioners or other specialists.

## **Notes**

The content of this module is not only interesting for potential SME managers, business owners and business start-ups, but also provides insights to potential managers from large organisations, seeking creativity, innovations, and leading teams with an entrepreneurial mind-set.

The design and content of the module will also help to equip the learners with the necessary knowledge and skills throughout the whole supply chain and from the setting up stage to managing a business.

This module enhances the learning experience by linking the real business environment and the entrepreneurs / entrepreneurial managers. It helps future entrepreneurs / managers to think and act more strategically and pro-actively in the ever-changing environment.

This module is designed to help individuals to explore their learning styles, skills, and what types of entrepreneurs they are. It helps individuals to have a better understanding of themselves and to choose their future career path.