

Liverpool John Moores University

Title: BUSINESS AND THE ENTREPRENEUR
Status: Definitive
Code: **6014SERBM** (117907)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Pingping Meckel	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 78.00
Total Learning Hours: 240
Private Study: 162

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Tutorial	26.000
Workshop	52.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.		60.0	
Essay	Essay		40.0	

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:

- LO 1 Analyse their personality and identify their learning styles, in order to identify what types of entrepreneur they are or they will become.
- LO 2 Critically identify, define, and analyse different management styles and identify and styles that suits their learning and entrepreneurial skill sets.
- LO 3 Analyse and define the different resources to an organisation.
- LO 4 Critically define and identify intrapreneurship and venturing.
- LO 5 Critically identify and analyse issues in setting up and managing an organisation.

Learning Outcomes of Assessments

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

Presentation	LO 1	LO 2	LO 3
Essay	LO 4	LO 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.

References

Course Material	Book
Author	Hisrich, R B, Peters, M P and Shepherd, D A
Publishing Year	2010
Title	Entrepreneurship
Subtitle	
Edition	8th edition
Publisher	New York: McGraw-Hill/Irwin
ISBN	

Course Material	Book
Author	Bridge, S, O'Neill, K and Martin, F
Publishing Year	2009
Title	Understanding Enterprise
Subtitle	Entrepreneurship & Small Business
Edition	3rd edition
Publisher	Basingstoke: Palgrave Macmillan
ISBN	

Course Material	Book
Author	Burns, P
Publishing Year	2008
Title	Corporate Entrepreneurship
Subtitle	Building the Entrepreneurial Organization
Edition	2nd edition
Publisher	Basingstoke: Palgrave Macmillan
ISBN	

Course Material	Book
Author	Bjerke, B
Publishing Year	2007
Title	Understanding Entrepreneurship
Subtitle	
Edition	
Publisher	Cheltenham: Edward Elgar Publishing Limited
ISBN	

Course Material	Book
Author	Wickham, P

Publishing Year	2006
Title	Strategic Entrepreneurship
Subtitle	
Edition	4th edition
Publisher	Essex: Pearson Education Limited
ISBN	

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.