

Liverpool John Moores University

Title: BUSINESS AND THE ENTREPRENEUR

Status: Definitive

Code: **6014YPCBM** (117759)

Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management

Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Seng Kok	Y

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