

Liverpool John Moores University

Title: Tourism Business Enterprise
Status: Definitive
Code: **6015SSLN** (122771)
Version Start Date: 01-08-2021

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

Team	Leader
Thomas Fletcher	Y
Peter Scott	

Academic Level: FHEQ6 **Credit Value:** 10 **Total Delivered Hours:** 20
Total Learning Hours: 100 **Private Study:** 80

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Seminar	10

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio made up of: presentation (15 minutes) and supporting documents	100	

Aims

To develop an understanding of the concepts of entrepreneurship and business enterprise. To introduce the principles of setting-up a small business or social enterprise.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess the marketing, financial and management issues facing SMEs, social enterprises and start-up businesses.
- 2 Critically evaluate the marketing/business/external environment for a specific business start-up venture.
- 3 Appraise the key factors in establishing a small business or social enterprise start-up and produce a business plan which justifies this appraisal.

Learning Outcomes of Assessments

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

Portfolio	1	2	3
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Outline Syllabus

The importance of start-up businesses and SMEs to the economy. Creativity, innovation and the market place. Business structures. The contribution of social enterprises. Business research. Networking and information sources including social media. Business planning and objective setting. Running the business/business maturity. Marketing for small business.

Learning Activities

Students will work individually on their chosen business idea guided by a series of lectures, seminars, workshops and business plan clinics.

Notes

To develop an understanding of the concepts of entrepreneurship and business enterprise