

Liverpool John Moores University

Title: Enterprise & Entrepreneurship for Tourism
Status: Definitive
Code: **6016SSLN** (126671)
Version Start Date: 01-08-2021

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Sports Studies, Leisure and Nutrition

Team	Leader
Thomas Fletcher	Y
Peter Scott	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 40
Total Learning Hours: 200
Private Study: 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Pitch (6-8 minutes)	30	
Report	AS2	Business Plan (2500 equivalent)	70	

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.

Learning Outcomes of Assessments

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

Individual Pitch	1	2
Business Plan	1	2

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. Entrepreneurial skills. Business Start-up.

Learning Activities

Students will work individually on their chosen business idea. They will present their business idea to a panel of tutors and they will receive feedback from their presentation which will inform the subsequent development of an assessed business plan

Notes

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