

Module Information

2022.01, Approved

Summary Information

Module Code	6016SSLN
Formal Module Title	Enterprise and Entrepreneurship for Tourism
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Assess the marketing, financial and management issues facing SMEs, social enterprises and start-up businesses
MLO2	2	Critically evaluate the marketing/business/external environment for a specific business start-up venture.

Module Content

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.
Module Overview	This module develops your understanding of the concepts of entrepreneurship and business enterprise. You will be introduced to the principles of setting-up a small business or social enterprise. You will work individually on a chosen business idea and present this idea to a panel of tutors.
Additional Information	To develop an understanding of the concepts of entrepreneurship and business enterprise.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Individual Pitch	30	0	MLO1, MLO2
Report	Business Plan	70	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Tom Fletcher	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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