

## Liverpool John Moores University

Title: RESEARCHING AND DEVELOPING A BUSINESS PLAN FOR A NEW VENTURE  
Status: Definitive  
Code: **6021KAPBM** (118059)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Seamus O'Brien	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
Workshop	78.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Feasibility Analysis Report - 2,500 words.	30.0	
Report	Report	Full Business Plan - 3,500 words.	70.0	

### Aims

*This module is intended to provide an insight and appreciation of the challenges associated with starting up a new business venture and have the knowledge and skills to construct a business plan which will stand up to an academic and professional audience*

*This module gives the student an opportunity to build and strengthen their enterprising and employability skills.*

## Learning Outcomes

After completing the module the student should be able to:

- LO 1 Critically evaluate new business opportunities within the current business environment.
- LO 2 Research, identify and critically assess the funding options for a new venture and make informed judgements and recommendations on the most appropriate options for the business opportunity identified.
- LO 3 Apply a range of principal skills and practices associated with new venture development to develop a convincing business plan for the business opportunity identified.
- LO 4 Appreciate and demonstrate the use of personal enterprising capabilities such as creativity, innovativeness, selling skills, networking skills, negotiation skills and complex problem solving in the development of the business plan.

## Learning Outcomes of Assessments

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

Report	LO 1		
Report	LO 2	LO 3	LO 4

## Outline Syllabus

*Outline the importance of different factors that affect the business creation (start-up) process and examine factors which inhibit or stifle creativity and innovation and ideas formation. In addition, the importance of modifying, refining and processing ideas over time will be explored.*

*Consider how to create and interpret an economic analysis of a particular market and sector using a variety of economic/ analytical frameworks such as SWOT/PESTLE*

*Outline the various fundamental resources encountered when starting a business. Explore and evaluate the various sources of capital an entrepreneurial venture might draw up on initially and as the venture develops.*

*Examine the steps required for researching, developing and designing business plans in relation to the business start-up process. Designing and writing business plan should be seen as the outcome of a careful research process and subsequent planning procedure.*

*Construction of a well researched and well presented business plan encompassing*

*an executive summary, a market overview, marketing plan overview, key action and events, the management team, the organisation plan, financial / projections overview/, and the investment opportunity.*

*The business plan will be written with its intended audience in mind, it must address potential concerns. All claims and statements made in the business plan, apart from those which will be regarded as common knowledge by the planner and the plan's audience must be capable of independent verification.*

## Learning Activities

The module will be delivered as a series of seminars, lectures and tutorial workshops.

Students will present their responses to assigned tutorial and seminar questions based around current and up-to-date case studies and their working business plan.

There will be a series of Guest Speaker/s on topic such as:

Business Start Ups;

Local and national Entrepreneurs/Business;

Business Support professionals/Banks.

## References

<b>Course Material</b>	Book
<b>Author</b>	Mullins, J W
<b>Publishing Year</b>	2010
<b>Title</b>	The New Business Road Test
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT/Prentice Hall
<b>ISBN</b>	027373279X

<b>Course Material</b>	Book
<b>Author</b>	Barrow, C, Barrow, P and Brown, R
<b>Publishing Year</b>	2010
<b>Title</b>	The Business Plan Workbook
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Kogan Page Ltd
<b>ISBN</b>	0-7494-3499-6

<b>Course Material</b>	Book
<b>Author</b>	Burns, P
<b>Publishing Year</b>	2007
<b>Title</b>	Entrepreneurship and Small Business

<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Palgrave
<b>ISBN</b>	978-1-4039-4733-8

<b>Course Material</b>	Book
<b>Author</b>	Barrow, C, Burke, G, Molian, D and Brown, R
<b>Publishing Year</b>	2005
<b>Title</b>	Enterprise Development
<b>Subtitle</b>	The Challenges of Starting, Growing and Selling Businesses
<b>Edition</b>	
<b>Publisher</b>	Thomson Learning
<b>ISBN</b>	1-86152-989-9

<b>Course Material</b>	Book
<b>Author</b>	Bragg, A and Bragg, M
<b>Publishing Year</b>	2005
<b>Title</b>	Developing New Business Ideas
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	FT/Prentice Hall
<b>ISBN</b>	0273-66325-9

<b>Course Material</b>	Book
<b>Author</b>	Hatton, A
<b>Publishing Year</b>	2006
<b>Title</b>	The Definitive Business Pitch
<b>Subtitle</b>	How to Make the Best Pitches, Proposals and Presentations
<b>Edition</b>	
<b>Publisher</b>	Pearson
<b>ISBN</b>	0273708260

<b>Course Material</b>	Book
<b>Author</b>	Parks, S
<b>Publishing Year</b>	2006
<b>Title</b>	How to Fund Your Business
<b>Subtitle</b>	The Essential Guide to Raising Finance to Start and Grow your Business
<b>Edition</b>	
<b>Publisher</b>	Pearson
<b>ISBN</b>	13: 9780273706243

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	

<b>Title</b>	Department for Business Enterprise and Regulatory Reform
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	<a href="http://www.berr.gov.uk">http://www.berr.gov.uk</a>
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Companies House
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	<a href="http://www.companieshouse.gov.uk">http://www.companieshouse.gov.uk</a>
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Business Link
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	<a href="http://www.businesslink.org">http://www.businesslink.org</a>
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	MIT Entrepreneurship Centre
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	<a href="http://entrepreneurship.mit.edu/resources_research.php">http://entrepreneurship.mit.edu/resources_research.php</a>
<b>ISBN</b>	

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	Kauffman eVenturing
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	<a href="http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop">http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop</a>
<b>ISBN</b>	

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**Notes**

This module aims to equip learners with the economic tools to analyze and evaluate a business opportunity and have the knowledge and skills to construct a business plan which will stand up to an academic and professional audience