

Liverpool John Moores University

Title: RESEARCHING AND DEVELOPING A BUSINESS PLAN FOR A NEW VENTURE
Status: Definitive
Code: **6021SERBM** (117905)
Version Start Date: 01-08-2011
Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: South Eastern Regional College

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

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

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

Course Material	Book
Author	Burns, P
Publishing Year	2007
Title	Entrepreneurship and Small Business

Subtitle	
Edition	
Publisher	Palgrave
ISBN	978-1-4039-4733-8

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

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

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

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

Course Material	Website
Author	
Publishing Year	

Title	Department for Business Enterprise and Regulatory Reform
Subtitle	
Edition	
Publisher	http://www.berr.gov.uk
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	Companies House
Subtitle	
Edition	
Publisher	http://www.companieshouse.gov.uk
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	Business Link
Subtitle	
Edition	
Publisher	http://www.businesslink.org
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	MIT Entrepreneurship Centre
Subtitle	
Edition	
Publisher	http://entrepreneurship.mit.edu/resources_research.php
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	Kauffman eVenturing
Subtitle	
Edition	
Publisher	http://www.eventuring.org/eShip/appmanager/eVenturing/eVenturingDesktop
ISBN	

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