

## Module Information

2022.01, Approved

### Summary Information

Module Code	6050BUSBM
Formal Module Title	Researching and Developing a Business Plan for a New Venture
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	11
Online	22
Seminar	11
Workshop	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

### Aims and Outcomes

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

### Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate new business opportunities within the current business environment.
MLO2	2	Research, identify and critically assess the funding options for a new venture and make informed judgement and recommendations on the most appropriate options for the business opportunity identified.
MLO3	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.
MLO4	4	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.

### Module Content

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.
Module Overview	
Additional Information	This module aims to equip learners with the economic tools to analyse 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

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Business Plan	80	0	MLO2, MLO3, MLO4
Centralised Exam	Feasibility Analysis	20	0	MLO1

### Module Contacts

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Fragkoulis Papagiannis	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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