

Liverpool John Moores University

Title: SMALL BUSINESS ENTERPRISE
Status: Definitive
Code: **6060TEF** (103874)
Version Start Date: 01-08-2016

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

Team	Leader
Heather Griffiths	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 25
Total Learning Hours: 120
Private Study: 95

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Workshop	4

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	An individual business plan and supportive statement (2,000 words)	70	
Exam	AS2	Part Seen Exam	30	1

Aims

To enable the students to understand entrepreneurship and complete an individual business plan, supportive statement and research evidence aimed at attracting an investor.

Learning Outcomes

After completing the module the student should be able to:

- 1 Create a business plan and supportive statement aimed at interesting an investor
- 2 Define terminology associated with the start-up process and to discuss one stage of the planning in more depth in relation to reading and research

Learning Outcomes of Assessments

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

Business Plan & Statement	1
EXAM	2

Outline Syllabus

External analysis, self-assessment, enterprise and entrepreneurship, creativity and innovation techniques, the start-up process, the business plan, types of SMEs, sources of data and advice, finance and cash-flow, marketing an SME, the selling pitch.

Learning Activities

The students will have lectures, workshops, enterprise clinics and email correspondance with tutors alongside which they will complete an individual business plan and supportive statement that might attract an investor. Visiting LJMU Enterprise staff and entrepreneurs will also meet and support the group. Access to an on-line business advice database will ensure the students work in 'real-time'. The business plan will be submitted using the template and cash-flow forecast spreadsheet provided. The most enterprising results may attract an LJMU Entrepreneurial Scholarship and support to bring their business to fruition.

Notes

Evidence from this module may contribute to WoW certification.