

Liverpool John Moores University

Title: TECHNOLOGY ENTREPRENEURSHIP
Status: Definitive
Code: **6061BECK** (118392)
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences
Teaching School/Faculty: Beckett College London

Team	Leader
Martin Hanneghan	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 36.00
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual report to create a detailed business plan for a new e-business startup (or one that makes substantial changes to an existing e-business).	100.0	

Aims

*To examine the various models for e-business.
To develop skills in writing business plans and forecasts.
To investigate the role technology can play in starting and operating an e-business*

Learning Outcomes

After completing the module the student should be able to:

- 1 Formulate a detailed business plan for a new start-up e-business (or to make substantial changes to an existing e-business).
- 2 Critically assess appropriate technology components that may be useful to the successful operation of e-business.
- 3 Present formal e-business ideas in a clear and precise manner.

Learning Outcomes of Assessments

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

Business plan 1 2 3

Outline Syllabus

Entrepreneurship and the role of the entrepreneur
E-business models (B2B, C2C, B2C, B2G, C2B, etc.)
Technologies for e-business: security, internet, web, telephony, etc.
Starting a new business
Intellectual Property protection
Creating an e-business plan
Financing an e-business and financial projections
Management and personnel issues
Strategic planning and risk analysis
Marketing an e-business
Operating an e-business

Learning Activities

Formal lectures will introduce key theoretical concepts and seminars will be used to explore each concept in a relevant manner appropriate to individual students and their choice of business idea. Additional support will be made available from the University Centre for Entrepreneurship.

References

Course Material	Book
Author	Stutely, R.
Publishing Year	2007
Title	The Definitive Business Plan
Subtitle	The fast-track to intelligent business planning for executives and entrepreneurs
Edition	2nd Edition
Publisher	Financial Times/Prentice Hall

ISBN	9780273710967
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Course Material	Book
Author	Stokes, D. and Wilson, N.
Publishing Year	2010
Title	Small Business Management and Entrepreneurship
Subtitle	
Edition	6th Edition
Publisher	Cengage Learning
ISBN	9781408017999

Course Material	Book
Author	Bygrave, W. and Zacharakis, A.
Publishing Year	2008
Title	Entrepreneurship
Subtitle	
Edition	
Publisher	Wiley
ISBN	9780471755456

Course Material	Book
Author	Napier, H.A., Rivers, O., Wagner, S. and Napier, J.B.
Publishing Year	2006
Title	Creating a winning e-business
Subtitle	
Edition	2nd Edition
Publisher	Course Technology
ISBN	978-0619217426

Notes

This unit prepares students for e-business ventures by guiding them through the process of formulating a business plan and considering the operational aspects for a new business opportunity.