

Liverpool John Moores University

Title: TECHNOLOGY ENTREPRENEURSHIP
Status: Definitive
Code: **6061COMP** (117478)
Version Start Date: 01-08-2019

Owning School/Faculty: Computer Science
Teaching School/Faculty: Computer Science

Team	Leader
Paul Fergus	Y
Janet Lunn	

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 36
Total Learning Hours: 120
Private Study: 84

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	24

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	

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
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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.

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.