

Liverpool John Moores University

Title: EVENT ENTERPRISE AND ENTREPRENEURSHIP
Status: Definitive
Code: **6076TEF** (119329)
Version Start Date: 01-08-2019

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

Team	Leader
Peter Scott	Y
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Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Individual Presentation	30	
Report	AS2	Business Plan with Statement	70	

Aims

To develop an understanding of the nature of small and medium sized enterprises and the concept of entrepreneurship. To introduce the principles of setting up of a small business or social enterprise.

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess the marketing, financial and management issues facing SMEs, social enterprises and start-up businesses.
- 2 Critically evaluate the key elements of a proposed business start-up and present these succinctly and coherently.
- 3 Appraise the key factors in establishing a small business or social enterprise start-up and produce a business plan which justifies this appraisal.

Learning Outcomes of Assessments

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

Individual Presentation	2	
Business Plan with Statement	1	3

Outline Syllabus

The economic importance of SMEs. Entrepreneurial skills. The contribution of social enterprises. Self-employment, pros and cons. Setting up a small business. LJMU Centre for Entrepreneurship. Legal, financial and marketing issues in a small business. Business planning and objective setting. Financial and business support and information sources.

Learning Activities

Students will work individually on business and social enterprise start-up plans guided by lectures, seminars, restricted access information networks and business plan clinics with their tutor.

Students will be encouraged to view this module as a realistic project which culminates in the production of a business plan with the potential to be actualised as a viable business start-up. Students will be encouraged to discuss their plans with LJMU's Centre for Entrepreneurship and to take advantage of the various forms of support that this Centre offers.

Notes

This module aims to encourage students to appreciate the concept of entrepreneurs and the role of SMEs and social enterprises in the U.K. economy. It discusses the sources of funding available to SMEs and provides students with the management awareness, marketing and financial skills to prepare a business start-up plan.