

Liverpool John Moores University

Title: Business Engagement
Status: Definitive
Code: **6103MAR** (121826)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Robyn Pyne	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 30
Total Learning Hours: 200
Private Study: 170

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Tutorial	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Report 2500 words	60	
Report	AS2	Group report 3000 words	40	

Aims

To provide students with the skills necessary to identify and demonstrate awareness of contemporary issues through engagement with businesses in the sector.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an analytical understanding of a range of contemporary issues in the maritime and logistics sectors
- 2 Demonstrate an ability to appraise and engage in critical discourse on relevant current affairs
- 3 Using secondary and primary data, research a project to constructively inform a commercial organisation at managerial level
- 4 Apply problem solving and decision making techniques to consider commercial and economic constraints

Learning Outcomes of Assessments

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

Group seminar	1	2
Individual report	3	4

Outline Syllabus

Commercial project: Division of students into groups and allocation of task. Activities dependent on the task being undertaken but may typically include a site visit, meetings with business managers and other introductory activities. Students will work towards the delivery of project outcomes. Students will also reflect on a range of organisational issues.

Contemporary issues: Students will attend and engage in discussion at a seminar of papers from industry specialists on contemporary relevant topics which impact on the logistics and maritime sectors.

Learning Activities

Lectures, tutorials, seminars and self-directed group work

Notes

Final year business engagement module looking including seminars and a groups commercial project.