

## Module Information

2022.01, Approved

### Summary Information

Module Code	6174CSD
Formal Module Title	Management, Leadership and Entrepreneurship
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

### Learning Methods

Learning Method Type	Hours
Lecture	22
Practical	22
Tutorial	11

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

### Aims and Outcomes

Aims	As well as acquiring all the technological skills underpinning this degree programme, it is expected that graduates with industry and business experience will go on to become the leaders and managers of the hi-tech companies of the future. This module will distil and develop those talents inherent in all of us, to bring out that entrepreneurial spirit expected from a modern technology start-up company.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Analyse internal and external organisational factors to develop realisable enterprise ideas that exploit opportunities.
MLO2	2	Evaluate and appraise a value proposition for a given market that has demonstrable competitive advantage.
MLO3	3	Critically analyse an example of the application of management theory and leadership characteristics to achieve organisational goals.

### Module Content

Outline Syllabus	THE ENTERPRISE CONTEXT: commercial realities, risk and reward, issues in becoming freelance, self employed or setting up a small enterprise.OPPORTUNITY IDENTIFICATION: Macro-environmental analysis, PESTLE factors (Political, Economic, Social / Cultural / Zeitgeist, Technological, Environmental), Legal; Analysing personal strengths ,TOWS matrix, creativity techniques.STRATEGY: nature of strategy, competitive advantage, generic strategies; core competences, outsourcing strategy, brand strategy.MARKET ASSESSMENT: industry attractiveness, secondary and primary market research.IMPLEMENTATION: theories of motivation, theories of management, characteristics of leadership, transformational leaderships.
Module Overview	
Additional Information	This module will build an appreciation of the nature and importance of an entrepreneurial mindset and a strategic perspective. It will develop the ability to apply relevant models and techniques to strategic analysis, strategy formulation and managerial implementation.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Dissertation	Report	70	0	MLO1, MLO2, MLO3
Report	Lab	30	0	MLO1, MLO2, MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Contact Name	Applies to all offerings	Offerings
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