

Liverpool John Moores University

Title: Management, Leadership & Entrepreneurship
Status: Definitive
Code: **6174CSD** (125578)
Version Start Date: 01-08-2021

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

Team	Leader
Kevin Johnston	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 55
Total Learning Hours: 200
Private Study: 145

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	22
Practical	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	ASS 1	2,500 word report	70	
Technology	ASS 2	2,000 word lab report	30	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Report	1	2	3
Lab	1	2	3

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.

Learning Activities

A series of structured lectures, tutorials and practical tasks will provide a varied range of learning activities.

Notes

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.