

Liverpool John Moores University

Title: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
Status: Definitive
Code: **6211BEUG** (122649)
Version Start Date: 01-08-2021

Owning School/Faculty: Civil Engineering and Built Environment
Teaching School/Faculty: Civil Engineering and Built Environment

Team	Leader
Damian Fearon	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
Workshop	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Entrepreneurship	20	
Portfolio	AS2	Dragons Den presentation	80	

Aims

To enable the student to develop an advanced, factual and conceptual knowledge base in contemporary Business Management and Entrepreneurship theory.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate detailed understanding including critical appraisal of current business management and entrepreneurship theories from the existing literature
- 2 Synthesise and critically appraise different theories in management to enable detailed understanding
- 3 Evaluate alternative perspectives of business management theory and provide arguments
- 4 Evaluate the relevance of professional ethics in the work place.
- 5 Critical understanding of the entrepreneurial process in creating innovative solutions to industry problems.

Learning Outcomes of Assessments

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

Entrepreneurship	1	2	3	5
"Dragons Den" Scenario	1	2	4	3

Outline Syllabus

Entrepreneurship

Business Strategy Creation – using analytical assessment tools

Developing a marketing Strategy

Business and Professional Ethics

Corporate Sustainability and Responsibility

Environmental Management Systems

Performance Management Systems

Quality Management Systems

Learning Activities

Lectures and Guided Workshop Activities

Notes

This module should enable the student to have an understanding of the business environment they are about to enter.