

Summary Information

Module Code	6211BEUG
Formal Module Title	Business Management and Entrepreneurship
Owning School	Civil Engineering and Built Environment
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Onur Dursun	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Thomas Dowd	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Civil Engineering and Built Environment

Learning Methods

Learning Method Type	Hours
Lecture	10
Workshop	20

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-CTY	CTY	September	12 Weeks

Aims and Outcomes

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

After completing the module the student should be able to:

Code	Description
MLO1	Demonstrate detailed understanding including critical appraisal of current business management and entrepreneurship theories from the existing literature
MLO2	Synthesise and critically appraise different theories in management to enable detailed understanding
MLO3	Evaluate alternative perspectives of business management theory and provide arguments
MLO4	Evaluate the relevance of professional ethics in the work place.
MLO5	Critical understanding of the entrepreneurial process in creating innovative solutions to industry problems.

Module Content

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

Module Overview
This module enables you to develop an advanced, factual and conceptual knowledge base in contemporary Business Management and Entrepreneurship theory. It will enable you to have a stronger understanding of the business environment you are about to enter.

Additional Information

This module should enable the student to have an understanding of the business environment they are about to enter. In this module, the knowledge learning outcomes are K2, K3, K5, K8 and K9.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Practice	Entrepreneurship	20	0	MLO3, MLO2, MLO1, MLO5
Presentation	"Dragons Den" scenario	80	0	MLO4, MLO3, MLO2, MLO1