

## Liverpool John Moores University

Title: BUSINESS MANAGEMENT  
Status: Definitive  
Code: **6227BEUG** (123135)  
Version Start Date: 01-08-2021

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

Team	Leader
Fiona Borthwick	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 32  
**Total Learning Hours:** 200  
**Private Study:** 168

### 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
Portfolio	AS1	Industry based project Includes entrepreneurship	50	
Exam	AS2	Closed Book	50	2

### 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 Analyse the role and the impact of a project manager on a project.
- 2 Critically evaluate alternative perspectives of business management processes and decision making within construction organisations.
- 3 Critically examine social responsibility and ethics within a business and individual context.
- 4 Critically understand 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:

Industry Focused Activities	1	3	4	2
Closed Book	1	3	4	2

## Outline Syllabus

*Entrepreneurship*

*Business Strategy Creation – using analytical assessment tools*

*Developing a marketing Strategy*

*Business and Professional Ethics*

*Corporate Sustainability and Responsibility*

*HR / Performance Management*

*Leadership V management*

## 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.