

Summary Information

Module Code	6227BEUG
Formal Module Title	Business Management
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
Volkan Ezcan	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
Fiona Borthwick	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	Analyse the role and the impact of a project manager on a project.
MLO2	Critically evaluate alternative perspectives of business management processes and decision making within construction organisations.
MLO3	Critically examine social responsibility and ethics within a business and individual context.
MLO4	Critically understand 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 HR / Performance Management Leadership V management

Module Overview
This module enables you to understand the business environment you are about to enter. You will develop an advanced, factual and conceptual knowledge based in contemporary Business Management and Entrepreneurship theory.

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 K3, K5, K8 and K9.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Practice	Industry Focused Activities	50	0	MLO1, MLO4, MLO2, MLO3
Centralised Exam	Closed Book	50	2	MLO1, MLO4, MLO2, MLO3