Module Proforma

Approved, 2022.02

Summary Information

Module Code	6300AMP
Formal Module Title	The Media Entrepreneur
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours

Lecture	22
Seminar	22

Module Offering(s)

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

Aims and Outcomes

Aims	The aims of this module are to enable the student to develop the managerial skills and commercial awareness required to research and create a media-related enterprise or event by organising people, resources and time.

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse the macro-environmental enterprise context using secondary and primary market research to reveal opportunities
MLO2	Synthesise opportunities and personal strengths to generate enterprise ideas
MLO3	Develop and present an enterprise concept with environmentally sustainable supporting plans to manage resources, people and time to achieve enterprise goals
MLO4	Create a crowdfunding strategy involving a video and supporting branding, promotion and social media communication strategies

Module Content

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 Generating ideas – creativity techniques, TOWS matrix STRATEGY : Competition analysis, the micro-environment ENTERPRISE PLAN : market segmentation and targeting, persona, empathy canvas, Value Proposition Canvas, Business Model Canvas CROWDFUNDING VIDEO PRODUCTION : Crowdfunding; narrative, storyboarding, basic filming and postproduction techniques.

Module Overview

The aims of this module are to enable the student to develop the managerial skills and commercial awareness required to research and create a media-related enterprise or event by organising people, resources and time. Topics covered include the risks and rewards of being freelance or self-employed, how to the business landscape, good business strategy and planning, marketing techniques such as segmentation, personas and value propositions and funding models such as crowdfunding.

Additional Information

This module will help to develop the skills to understand the interaction of different elements of an enterprise. It will enable the student to develop skills required to research and develop an enterprise plan with associated marketing and distribution elements for music/audio/video-related product, service, event or organisation. This module aligns to the following UN Sustainable Development Goals: 4 Quality Education 5 Gender Equality 8 Decent Work and Economic Growth 10 Reduced Inequalities

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Develop an Enterprise Plan	60	0	MLO3, MLO2, MLO1
Presentation	Crowdfunding Video	40	0	MLO4