

## Liverpool John Moores University

Title: Business Plan Consultancy  
Status: Definitive  
Code: **6501YPCBSC** (126826)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Susan Mawer	Y
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**Academic Level:** FHEQ6      **Credit Value:** 40      **Total Delivered Hours:** 88  
**Total Learning Hours:** 400      **Private Study:** 312

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12
Workshop	76

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	40	
Report	Rpt	Individual report	60	

### Aims

*This module aims to enable students to understand business problems issues, particularly at the strategic level. In the process they will acquire the skills and knowledge to formulate a business plan of sufficient robustness and rigour to be acceptable to business executives. Thus students will be exposed to and achieve insights into real-world business issues, which will be addressed with key academic theories and models to develop solutions that meets client needs.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate business issues and identify opportunities.
- 2 Critically analyse the issues involved in developing business solutions including ICT.
- 3 Identify the importance and relevance of practical business (including reference to business theories and models) solutions and the impact their introduction can have on a company.
- 4 Establish personal effectiveness as part of a consultancy team.
- 5 Develop and demonstrate business consultancy skills of active listening, presentations, influencing, and networking.

## Learning Outcomes of Assessments

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

Group Presentation	1	2	3	4	5
Individual Report	1	2	3		

## Outline Syllabus

*Gaining trust, learning to listen*

*Problem solving and diagnosis*

*Internal analysis (value chain, quality management, balanced scorecard)*

*Strategic partnerships (JIT, supply chain, virtual organisations)*

*Influencing techniques*

*Risk Management*

*E-business*

*Globalisation*

*Knowledge management*

*Creating a business plan*

*Personal effectiveness, consultancy communication skills, networking, sales, and objection handling.*

## Learning Activities

Lectures and Workshops. The students will be given a real life business issue to resolve. A client will present them with a problem. The students will then work as teams of consultants, with the module team acting as senior consultants providing support and advice in the design and development of the solution.

## Notes

This module will give students work experience to add to their competences, life skills and greater employability.