

Summary Information

Module Code	6501YPCBSC
Formal Module Title	Business Plan Consultancy
Owning School	Business and Management
Career	Undergraduate
Credits	40
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	76

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate business issues and identify opportunities.
MLO2	2	Critically analyse the issues involved in developing business solutions including ICT.
MLO3	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.
MLO4	4	Establish personal effectiveness as part of a consultancy team.
MLO5	5	Develop and demonstrate business consultancy skills of active listening, presentations, influencing, and networking.

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	40	0	MLO1, MLO2, MLO3, MLO4, MLO5
Report	Individual Report	60	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Susan Mawer	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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