

Liverpool John Moores University

Title: PROFESSIONAL DEVELOPMENT WITH BUSINESS PLANNING
Status: Definitive
Code: **6505CI** (114346)
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Southern Regional College

Team	Leader
Peter Appleton	Y

Academic Level: FHEQ6 **Credit Value:** 12.00 **Total Delivered Hours:** 30.00
Total Learning Hours: 120 **Private Study:** 90

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	16.000
Seminar	14.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	750 word business plan & a powerpoint presentation	50.0	
Report	AS2	Comprehensive illustrated 1500 word-processed report, fully addressing marketing and related production issues	50.0	

Aims

1. Gain an understanding of aspects of business and marketing.
2. Explore the final major project via in-depth market research and evaluate the proposed design application and its market.

3. *Convert a business proposal into a business plan.*
4. *Identify key external and internal issues impacting on business planning.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Present and justify design choices, demonstrating visual solutions with a high level of professional and rigorous market analysis.
- 2 Construct a business plan and demonstrate an understanding of the interdependence of each component.
- 3 Articulate the nature and underlying philosophy of appropriate market level style and application.
- 4 Prepare a business report, adopting a strategic outlook on creative aspects and expressing ideas and concepts in a written format.

Learning Outcomes of Assessments

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

Presentation	1	2
Report	3	4

Outline Syllabus

Students will determine a brief for a self-generated, individual, major project. With the chosen application, target market and consumer in mind, the student will carry out in-depth market research. Tutorials will support reflection and evaluation in order for rigorous critical evaluation and judgement, based upon the findings of the report.

The business plan aspects will cover: Business definition, mission statements, objectives, data requirements, business audit, SWOT, Elements of a business plan, (eg financial, people and stock resources, organisational structure, target market etc), measurement and control and updating plan.

Financial issues will look at: The importance of forecasts and budgeting and relevant techniques, interpretation of budgetary information, fixed and variable costs and main costing techniques, key ratios, pricing decisions, risk analysis, net present value, Cash flow.

Legislation/regulation will also be reviewed, covering: Limited company, Taxation and VAT issues, awareness of employment law, Copyright and Trademarks.

Learning Activities

Activities will focus on an examination and evaluation of the final Major Project via in-depth market research, evaluation of the proposed design application and its market,

and the contextual implications of the final collection of designs. Students will convert an idea or business proposal into a business plan suitable to present to financial institutions for support and analyse key external and internal issues impacting on business planning.

Having identified a specific area and target market to investigate, the report will demonstrate reflection, analysis and evaluation of the marketing aspects of the project, considering any related technical and manufacturing information. It will also look at the details of undertaking a new business venture and cover the processes associated with new business start ups.

Notes

This module provides an opportunity for students to develop the business skills associated with starting a business in the creative industries.

Other Indicative References:

Journals and Periodicals:

Creative Review

Design Week

In-Store Marketing

Marketing

Marketing Week

View

Web pages as directed.