Liverpool John Moores University

Title:	BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
Status:	Definitive
Code:	**6540BEKL** (123430)
Version Start Date:	01-08-2021

Owning School/Faculty:	Civil Engineering and Built Environment
Teaching School/Faculty:	Imperia College

Team	Leader
Damian Fearon	Y

Academic Level:	FHEQ6	**Credit Value:**	20	**Total Delivered Hours:**	73
Total Learning Hours:	200	**Private Study:**	127		

Delivery Options

Course typically offered: S1, S2 and NS2 (S2 for Jan)

Component	Contact Hours
Lecture	28
Workshop	42

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	80	3
Report	AS2	Industry Focused including Entrepreneurship	20	

Aims

To enable the student to develop an advanced, factual and conceptual knowledge base in contemporary Business Management and Entrepreneurship theory.

Learning Outcomes

After completing the module the student should be able to:

1   Demonstrate detailed understanding including critical appraisal of current business management and entrepreneurship theories from the existing literatureAnalyse the role and the impact of a project manager on a project.
2   Synthesise and critically appraise different theories in management to enable detailed understanding.
3   Evaluate alternative perspectives of business management theory and provide arguments
4   Evaluate the relevance of professional ethics in the work place.
5   Critical understanding of the entrepreneurial process in creating innovative solutions to industry problems.

Learning Outcomes of Assessments

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

Examination   1   2   4   3

Entrepreneurship   5

Outline Syllabus

Entrepreneurship
Business Strategy Creation – using analytical assessment tools
Developing a marketing Strategy
Business and Professional Ethics
Corporate Sustainability and Responsibility
Environmental Management Systems
Performance Management Systems
Quality Management Systems

Learning Activities

Lectures and Guided Workshop Activities

Notes

This module should enable the student to have an understanding of the business environment they are about to enter.