

Module Information

2022.01, Approved

Summary Information

Module Code	6540BESL
Formal Module Title	Business Management and Entrepreneurship
Owning School	Civil Engineering and Built Environment
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Sri Lanka Institute of Information Technology

Learning Methods

Learning Method Type	Hours
Lecture	28
Workshop	42

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To enable the student to develop an advanced, factual and conceptual knowledge base in contemporary Business Management and Entrepreneurship theory.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate detailed understanding including critical appraisal of current business management and entrepreneurship theories from the existing literature Analyse the role and the impact of a project manager on a project.
MLO2	2	Synthesise and critically appraise different theories in management to enable detailed understanding.
MLO3	3	Evaluate alternative perspectives of business management theory and provide arguments
MLO4	4	Evaluate the relevance of professional ethics in the work place.
MLO5	5	Critical understanding of the entrepreneurial process in creating innovative solutions to industry problems.

Module Content

Outline Syllabus	EntrepreneurshipBusiness Strategy Creation – using analytical assessment toolsDeveloping a marketing StrategyBusiness and Professional EthicsCorporate Sustainability and ResponsibilityEnvironmental Management SystemsPerformance Management SystemsQuality Management Systems
Module Overview	
Additional Information	This module should enable the student to have an understanding of the business environment they are about to enter.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Entrepreneurship	80	0	MLO1, MLO2, MLO3, MLO5
Presentation	Dragons Den	20	0	MLO1, MLO2, MLO4, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Damian Fearon	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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