

## Liverpool John Moores University

Title: SMALL BUSINESS ENTERPRISE  
Status: Definitive  
Code: **6560BECTEF** (118917)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: Beckett College London

Team	Leader
Heather Griffiths	Y

**Academic Level:** FHEQ6      **Credit Value:** 12      **Total Delivered Hours:** 25  
**Total Learning Hours:** 120      **Private Study:** 95

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Workshop	4

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	An individual business plan and supportive statement (2,000 words)	70	
Exam	AS2	Part Seen Exam	30	1

### Aims

*To enable the students to understand entrepreneurship and complete an individual business plan, supportive statement and research evidence aimed at attracting an investor.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Create a business plan and supportive statement aimed at interesting an investor
- 2 Define terminology associated with the start-up process and to discuss one stage of the planning in more depth in relation to reading and research

### **Learning Outcomes of Assessments**

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

Business Plan & Statement	1
EXAM	2

### **Outline Syllabus**

*External analysis, self-assessment, enterprise and entrepreneurship, creativity and innovation techniques, the start-up process, the business plan, types of SMEs, sources of data and advice, finance and cash-flow, marketing an SME, the selling pitch.*

### **Learning Activities**

The students will have lectures, workshops, enterprise clinics and email correspondance with tutors alongside which they will complete an individual business plan and supportive statement that might attract an investor. Visiting LJMU Enterprise staff and entrepreneurs will also meet and support the group. Access to an on-line business advice database will ensure the students work in 'real-time'. The business plan will be submitted using the template and cash-flow forecast spreadsheet provided. The most enterprising results may attract an LJMU Entrepreneurial Scholarship and support to bring their business to fruition.

### **Notes**

Evidence from this module may contribute to WoW certification.