

Module Information

2022.01, Approved

Summary Information

Module Code	6605CI
Formal Module Title	Professional Development with Business Planning
Owning School	Liverpool School of Art & Design
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Southern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	16
Seminar	14

Module Offering(s)

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

Aims and Outcomes

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

Learning Outcomes

Code	Number	Description
MLO1	1	Present and justify design choices, demonstrating visual solutions with a high level of professional and rigorous market analysis.
MLO2	2	Construct a business plan and demonstrate an understanding of the interdependence of each component.
MLO3	3	Articulate the nature and underlying philosophy of appropriate market level style and application.
MLO4	4	Prepare a business report, adopting a strategic outlook on creative aspects and expressing ideas and concepts in a written format.

Module Content

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, (e.g. 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.
Module Overview	
Additional Information	Southern Regional College - Module Leader - Katrina Corey This module provides an opportunity for students to develop the business skills associated with starting a business in the creative industries. Journals and Periodicals: Creative Review Design Week In-Store Marketing Marketing Marketing Week View Web pages as directed.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Presentation and Report	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Peter Appleton	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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