

## Liverpool John Moores University

Title: BUSINESS MANAGEMENT AND ENTREPRENEURSHIP  
Status: Definitive  
Code: **6611BESG** (125051)  
Version Start Date: 01-08-2021

Owning School/Faculty: Civil Engineering and Built Environment  
Teaching School/Faculty: Trent Global College of Technology and Management

Team	Leader
Damian Fearon	Y

**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 30  
**Total Learning Hours:** 200  
**Private Study:** 170

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Entrepreneurship	20	
Portfolio	AS2	Dragons Den presentation	80	

### 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 literature
- 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:

Entrepreneurship	1	2	3	5
"Dragons Den" Scenario	1	2	4	3

### **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.