

**Summary Information**

<b>Module Code</b>	6618DGABW
<b>Formal Module Title</b>	Entrepreneurship and Innovation
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 6
<b>Grading Schema</b>	40

**Module Contacts****Module Leader**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
Thomas Fletcher	Yes	N/A

**Module Team Member**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Partner Module Team**

<b>Contact Name</b>	<b>Applies to all offerings</b>	<b>Offerings</b>
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
Business and Management

## Partner Teaching Institution

Institution Name
Dong A University

## Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To develop an understanding of the concepts of entrepreneurship, innovation and business start-up
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Analyse key elements of a proposed business start-up
MLO2	Synthesize a range of entrepreneurial skills and apply to a chosen business idea
MLO3	Apply research and business skills to develop and advance a business idea

## Module Content

### Outline Syllabus

The importance of start-up businesses and SMEs to the economy. Creativity, innovation and the market place. Business structures. The contribution of social enterprises. Business research. Networking and information sources including social media. Business planning and objective setting. Running the business/business maturity. Marketing for small business. Entrepreneurial skills. Business Start-up

### Module Overview

Delivered via lectures and practical seminars.

### Additional Information

Students will work individually on their chosen business idea. They will present their business idea to a panel of tutors and they will receive feedback from their presentation which will inform the subsequent development of an assessed business plan

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Practice	Individual Pitch	30	0	MLO1, MLO2, MLO3
Report	Business Plan	70	0	MLO1, MLO2, MLO3