

Liverpool John Moores University

Title: BUSINESS MANAGEMENT
Status: Definitive
Code: **6627BESG** (125045)
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
Fiona Borthwick	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 32
Total Learning Hours: 200
Private Study: 168

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
Portfolio	AS1	Industry based project Includes entrepreneurship	50	
Exam	AS2	Closed Book	50	2

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 Analyse the role and the impact of a project manager on a project.
- 2 Critically evaluate alternative perspectives of business management processes and decision making within construction organisations.
- 3 Critically examine social responsibility and ethics within a business and individual context.
- 4 Critically understand 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:

Industry Focused Activities	1	3	4	2
Closed Book	1	3	4	2

Outline Syllabus

Entrepreneurship

Business Strategy Creation – using analytical assessment tools

Developing a marketing Strategy

Business and Professional Ethics

Corporate Sustainability and Responsibility

HR / Performance Management

Leadership V management

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.