

Liverpool John Moores University

Title: Business Plan Consultancy
Status: Definitive
Code: **6701SERCBM** (128227)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Susan Mawer	Y
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Academic Level: FHEQ6 **Credit Value:** 40 **Total Delivered Hours:** 88
Total Learning Hours: 400 **Private Study:** 312

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12
Workshop	76

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	40	
Report	Rpt	Individual report	60	

Aims

This module aims to enable students to understand business problems issues, particularly at the strategic level. In the process they will acquire the skills and knowledge to formulate a business plan of sufficient robustness and rigour to be acceptable to business executives. Thus students will be exposed to and achieve insights into real-world business issues, which will be addressed with key academic theories and models to develop solutions that meets client needs.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate business issues and identify opportunities.
- 2 Critically analyse the issues involved in developing business solutions including ICT.
- 3 Identify the importance and relevance of practical business (including reference to business theories and models) solutions and the impact their introduction can have on a company.
- 4 Establish personal effectiveness as part of a consultancy team.
- 5 Develop and demonstrate business consultancy skills of active listening, presentations, influencing, and networking.

Learning Outcomes of Assessments

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

Group Presentation	1	2	3	4	5
Individual Report	1	2	3		

Outline Syllabus

Gaining trust, learning to listen

Problem solving and diagnosis

Internal analysis (value chain, quality management, balanced scorecard)

Strategic partnerships (JIT, supply chain, virtual organisations)

Influencing techniques

Risk Management

E-business

Globalisation

Knowledge management

Creating a business plan

Personal effectiveness, consultancy communication skills, networking, sales, and objection handling.

Learning Activities

Lectures and Workshops. The students will be given a real life business issue to resolve. A client will present them with a problem. The students will then work as teams of consultants, with the module team acting as senior consultants providing support and advice in the design and development of the solution.

Notes

This module will give students work experience to add to their competences, life skills and greater employability.