Applied Business Entrepreneurship

Module Information

2022.01, Approved

Summary Information

Module Code	6709SERCBM
Formal Module Title	Applied Business Entrepreneurship
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	4
Tutorial	11
Workshop	29

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aims of this module are for students to develop an understanding of business problems and issues particularly at the strategic level and provide them with the opportunity to apply key academic theories and models in the development of a solution that meets with the client's needs.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate business practice with reference to theoretical frameworks.
MLO2	2	Examine and apply strategic decision making to a variety of organisations.
MLO3	3	Demonstrate their communicate expertise in order to support decision making.
MLO4	4	Develop feasible conclusions and recommendations achieving the project aim.

Module Content

Outline Syllabus	Introduction, team working – communication and negotiationProfessionalism – working with stakeholdersProject management and delivery – scoping and planning the projectManaging resources, stakeholders and creating valueReflective learningMeasuring successCreating a sustainable operation – legacy planningPreparing a project report
Module Overview	
Additional Information	No Course Notes Were Provided.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Business Plan	80	0	MLO1, MLO2, MLO3, MLO4
Reflection	Reflection on Business Plan	20	0	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Deborah Humphreys	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings