

Liverpool John Moores University

Title: Applied Business Entrepreneurship
Status: Definitive
Code: **6709SERCBM** (128230)
Version Start Date: 01-08-2021

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

Team	Leader
Deborah Humphreys	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4
Tutorial	11
Workshop	29

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Business Plan	80	
Reflection	Refl	Reflection on Busines Plan	20	

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.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Business Plan	1	2	3	4
Reflection on Business Plan	4			

Outline Syllabus

Introduction, team working – communication and negotiation

Professionalism – working with stakeholders

Project management and delivery – scoping and planning the project

Managing resources, stakeholders and creating value

Reflective learning

Measuring success

Creating a sustainable operation – legacy planning

Preparing a project report

Learning Activities

Formal lectures, workshops and tutorials.

The students will be given a practical business problem set by an actual company.

Students will work in teams to solve the business problem presented.

Notes

No Course Notes Were Provided.