

## Liverpool John Moores University

Title: Entrepreneurship Business to Business  
Status: Definitive  
Code: **7000MSCENT** (119783)  
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
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**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 39  
**Total Learning Hours:** 200      **Private Study:** 161

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	19.5
Workshop	19.5

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Report	50	
Presentation	Pres	Presentation	50	

### Aims

*To enable students to critically assess the different opportunities and processes involved in selling products and/or services to other businesses*

*To develop the students' entrepreneurial skills related to doing business with other businesses*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Research, identify and critically assess the various opportunities to sell products and/or services to other businesses
- 2 Critically evaluate the various concepts and processes of supply chain management from the perspective of the customer
- 3 Critically evaluate the various concepts and processes of supply chain management from the perspective of the supplier
- 4 Identify and examine opportunities for innovation within supply chains
- 5 Understand and critically evaluate the tendering processes for different types of organisation
- 6 Appreciate and critically evaluate the importance of quality management, environmental management and social auditing to secure new business
- 7 Demonstrate the ability to market a business to other businesses

## Learning Outcomes of Assessments

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

Report/Proposal	1	2	3	4
Presentation	5	6	7	

## Outline Syllabus

1. *Economic significance of business-to-business opportunities*
2. *Process of supplying a product or service to different forms of business and organisation*
3. *Identifying and managing your own suppliers*
4. *Selling products through various distribution channels*
5. *Buying from and selling to international businesses*
6. *Opportunities for innovation in the supply chain*
7. *Understanding the tendering process for various types of business and organisation*
8. *Importance of quality management to secure new business*
9. *Importance of environmental management to secure new business*
10. *Emergence of social auditing to secure new business*
11. *How to write a successful tender or bid*
12. *How to meet and sell your product to a buyer from a larger organisation*
13. *Business-to-business marketing*

## Learning Activities

The teaching strategies employed will be adapted to deal with the particular subject matter. However, in general, most topics will be delivered by a lecture, followed by a workshop. A combination of case studies, student presentations, debates and media resources may all form part of the learning activities. Various guest lecturers will also

be utilised including: entrepreneurs engaged in selling their products and/or services to other businesses, buyers from large organisations and social auditors.

## **Notes**

This module has been designed to introduce students to the different approaches selling products and/or services to other businesses. It examines the relationship between the entrepreneur and their business customers and enables them to identify the most appropriate and successful strategy to create and secure new business opportunities.