

Liverpool John Moores University

Title: BUSINESS DEVELOPMENT
Status: Definitive
Code: **7000TECH** (105722)
Version Start Date: 01-08-2011

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Bridget Price	Y

Academic Level: FHEQ7
Credit Value: 10.00
Total Delivered Hours: 24.00
Total Learning Hours: 100
Private Study: 76

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	8.000
Workshop	4.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	coursework: formulation of business proposal for a new company groupwork	100.0	

Aims

To study the issues involved in forming a Company - sources of finance, legal issues, initial assessment of market, expertise required.

To prepare a business plan for a new start business with a technological bias e.g. Engineering, Bio-Technology, ICT etc,

Learning Outcomes

After completing the module the student should be able to:

- 1 Identify and analyse potential markets for a product of service to be provided by a new or embryonic Company
- 2 Formulate a simple business case for establishing the Company and discuss sources of finance
- 3 Identify potential strategic issues and developments for the Company.

Learning Outcomes of Assessments

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

business proposal 1 2 3

Outline Syllabus

Market analysis; examination of why and how new products and services succeed or fail. Exploring the market and making a business case for a new product and service.

Business Plan: Preparation of business plan for a new Company venture with a technological bias e.g. Engineering, Bio-Technology, ICT etc,

Learning Activities

Lectures, Tutorials and Workshops

References

Course Material	Book
Author	Richard Stutely
Publishing Year	2001
Title	The definitive business plan: the fast-track to intelligent business planning for executives and entrepreneurs
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Business Links
Publishing Year	2002
Title	Small firms: setting up in business (RG01) A guide to regulatory requirements
Subtitle	

Edition	
Publisher	
ISBN	

Course Material	Book
Author	Small business service
Publishing Year	2002
Title	A comprehensive strategy for start-ups
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module introduces students to the issues involved in starting up a technology-based new Company. It considers financial, operational and strategic issues and involves the development of a robust business plan.