

## Liverpool John Moores University

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Title: Entrepreneurship Concepts and Practice  
Status: Definitive  
Code: **7001MSCENT** (119784)  
Version Start Date: 01-08-2017

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

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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 1

Component	Contact Hours
Lecture	19.5
Workshop	19.5

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Students are to provide a 15 minute individual presentation through critically assessing a case study	30	
Report	AS 2	Students are to critically review a case study through an essay. Students are also to provide an Executive Summary/Report of their findings. 4000 words.	70	

### Aims

*To enable students to critically assess the different entrepreneurial concepts and practices and its real world application.*

*To enhance student understanding of the entrepreneurial environment and business management.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate in depth understanding of business and project management theories and concepts as well as legal and social considerations that enables business success.
- 2 Evaluate the external environment and understand different approaches to running a business.
- 3 Identify and evaluate management, leadership, social and legal issues relating to the running of small businesses including new technologies such as the Internet.
- 4 Apply understanding critically to real world businesses.
- 5 Demonstrate ability to identify key issues of concern and present this in a clear and succinct manner

## **Learning Outcomes of Assessments**

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

Individual Presentation	1	2	
Essay/Report	3	4	5

## **Outline Syllabus**

- 1. Demonstrate in depth understanding of business and project management theories and concepts as well as legal and social considerations that enables business success.*
- 2. Evaluate the external environment and understand different approaches to running a business.*
- 3. Identify and evaluate management, leadership, social and legal issues relating to the running of small businesses including new technologies such as the Internet.*
- 4. Apply understanding critically to real world businesses.*
- 5. Demonstrate ability to identify key issues of concern and present this in a clear and succinct manner*

## **Learning Activities**

Key concepts and theories will be discussed and evaluated during lectures. Students will then undertake critical discussion of theories through practical review and debate during workshops. It is envisaged that the theoretical concepts are identified during

the lectures, where workshops would explore more practical and real world discussions.

**Notes**

None