

## Liverpool John Moores University

Title: The psychology of Entrepreneurship  
Status: Definitive  
Code: **7003MSCENT** (119788)  
Version Start Date: 01-08-2017

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

Team	Leader
Catherine Groves	Y

**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
Reflection	AS1	Reflective learning log of up to 3000 words.	40	
Report	AS 2	4000 words	60	

### Aims

*To develop an understanding of the impact of psychology and leadership on entrepreneurial development and business success*

*To understand the variety of approaches and techniques available to motivate and develop staff and colleagues*

*To acquire an understanding and insight into the student's own entrepreneurial strengths and areas for improvement and develop an action plan or strategy for effective working*

*To understand the challenges faced by entrepreneurs in marketing themselves across a variety of industries and sectors*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critically discuss a range of contemporary psychological issues as they relate to the entrepreneur (including theories of leadership, motivation, process and personal traits)
- 2 Demonstrate insight into their own strengths and development areas as they relate to building and running a business
- 3 Develop an effective entrepreneurial action plan to capitalise on their own strengths and build around weaknesses
- 4 Understand the managerial challenges of leading a successful enterprise through different stages of business development
- 5 Critically evaluate and apply a range of self-presentation techniques to be effective across a variety of industries and sectors

## **Learning Outcomes of Assessments**

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

Reflective learning log	2	3	
Report	1	4	5

## **Outline Syllabus**

*Entrepreneurship as an area of psychology*  
*Schools of thought on the psychology of entrepreneurship*  
*Self-awareness and psychometrics*  
*Influencing and networking*  
*The psychology of leadership*  
*Personal leadership*  
*Coaching skills*  
*Marketing yourself*  
*Cross-industry entrepreneurship*

## **Learning Activities**

This module will employ a range of student-centred learning strategies including lecture, case study, reflective diary, group discussion, coaching, creative problem-solving exercises and self-directed problem-based-learning.

**Notes**

None