

## Liverpool John Moores University

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Title: SOCIAL ENTERPRISE BUSINESS PLAN  
Status: Definitive  
Code: **7006BUSBM** (111301)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Karon Meehan	Y

**Academic Level:** FHEQ7  
**Credit Value:** 60.00  
**Total Delivered Hours:** 10.00  
**Total Learning Hours:** 600  
**Private Study:** 590

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Dissertation	AS1	Dissertation, 20,000 words	100.0	

### Aims

*To enable the student to prepare an academically underpinned dissertation that makes a strategic contribution to the business, applying managerial concepts and techniques, and research methodologies to their Social Enterprise*

### Learning Outcomes

After completing the module the student should be able to:

- 1 use a variety of research techniques to help explain and if appropriate to resolve, a practical managerial issue or problem and create a strategic business dissertation for their organisation
- 2 select, evaluate and apply current theoretical concepts relating to a strategic business issue
- 3 apply critically a range of theoretical concepts to a practical strategic issues
- 4 arrive at effective conclusions to the strategic managerial issues or problems
- 5 reflect upon his or her development of knowledge, skills and competencies during the preparation of the dissertation
- 6 evaluate the implication of the implementation of the conclusion.

## Learning Outcomes of Assessments

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

Dissertation	1	2	3	4	5	6
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## Outline Syllabus

*Students will meet their supervisor on a regular basis. The agenda of each meeting will vary according to the needs of the students. Students will be introduced to a range of research techniques. Attendance at Research Methods classes is a pre-requisite of the assignment of a supervisor.*

*Research Methods Classes to address:*

*The nature of research*

*Research in organisations*

*Qualitative and Quantitative Research Methods*

*Research Methods e.g. questionnaires, interviews etc.*

*Data analysis and interpretation*

*Reflecting on the research process*

## Learning Activities

Regular meetings with allocated supervisor.

## References

<b>Course Material</b>	Book
<b>Author</b>	Coffey A, Atkinson P
<b>Publishing Year</b>	1997
<b>Title</b>	Making Sense of Qualitative Data Sage
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	0 803970536

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Gill J, Johnson P
<b>Publishing Year</b>	1997
<b>Title</b>	Research Methods for Managers
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Paul Chapman Publishing
<b>ISBN</b>	1853961191

<b>Course Material</b>	Book
<b>Author</b>	Hughes J
<b>Publishing Year</b>	1990
<b>Title</b>	The Philosophy of Social Research
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	London
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Aaker DA, Kuman R, Day GS
<b>Publishing Year</b>	1995
<b>Title</b>	Marketing Research
<b>Subtitle</b>	
<b>Edition</b>	5th
<b>Publisher</b>	Wiley & Sons
<b>ISBN</b>	0471552542

<b>Course Material</b>	Book
<b>Author</b>	Harvard Business Review
<b>Publishing Year</b>	0
<b>Title</b>	Long Range Planning
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Scholes, Kevin and Johnson, Gerry
<b>Publishing Year</b>	1997
<b>Title</b>	Exploring Corporate Strategy
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Prentice Hall.
<b>ISBN</b>	

## **Notes**

A strategic business dissertation, of approximately 20,000 words, applying managerial concepts and techniques to a strategic issue within their own Social Enterprise Organisation