

## Liverpool John Moores University

Title: ENTREPRENEURSHIP AND E-BUSINESS  
Status: Definitive  
Code: **7008ONLINE** (103115)  
Version Start Date: 01-08-2011

Owning School/Faculty: Computing and Mathematical Sciences  
Teaching School/Faculty: Computing and Mathematical Sciences

Team	Leader
Martin Hanneghan	Y

**Academic Level:** FHEQ7  
**Credit Value:** 15.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 150  
**Private Study:** 114

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Seminar	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	The assessment involves creating a detailed business plan for a new e-business start up (or substantial changes to an existing e-business).	100.0	

### Aims

*To examine the various models for e-business.*

*To develop skills in writing business plans and forecasts.*

*To investigate the role technology can play in starting and operating an e-business*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Create a detailed business plan for a new start-up e-business (or to make substantial changes to an existing e-business).
- 2 Describe appropriate technology components that are essential to the successful operation of e-business.
- 3 Present e-business ideas in a clear and precise manner.

## Learning Outcomes of Assessments

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

Business plan                      1    2    3

## Outline Syllabus

*E-business models (B2B, C2C, B2C, B2G, C2B, etc.)*  
*Creating an e-business plan*  
*Financing an e-business*  
*Marketing an e-business*  
*Operating an e-business*  
*Technologies for e-business: security, internet, web, telephony, etc.*

## Learning Activities

Self-directed study, studying required notes and references, and use of appropriate tool(s). Apply appropriate techniques for creation of business plan, presentation of idea, and selection of suitable technology.

## References

<b>Course Material</b>	Book
<b>Author</b>	H. Albert Napier, Ollie Rivers, Stuart Wagner & JB Napier
<b>Publishing Year</b>	2006
<b>Title</b>	Creating a Winning E Business
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Thomson Course Technology
<b>ISBN</b>	0-619-21742-1

<b>Course Material</b>	Book
<b>Author</b>	Richard Stutely
<b>Publishing Year</b>	2002

<b>Title</b>	2. The Definitive Business Plan
<b>Subtitle</b>	
<b>Edition</b>	2nd
<b>Publisher</b>	Financial Times Prentice Hall
<b>ISBN</b>	0-273-65921-9

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### **Notes**

This module prepares students for e-business ventures by guiding them through the process of formulating an e-business plan and considering the operational aspects of this business. This module is driven from a technological viewpoint and relies heavily on available technology to enable the e-business to operate. All online activities are scheduled.