

## Liverpool John Moores University

Title: Business Planning  
Status: Definitive  
Code: **7015OMBAGM** (126531)  
Version Start Date: 01-08-2020

Owning School/Faculty: Leadership and Organisational Development  
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Nick Wise	Y

**Academic Level:** FHEQ7  
**Credit Value:** 12  
**Total Delivered Hours:** 40  
**Total Learning Hours:** 120  
**Private Study:** 80

### Delivery Options

Course typically offered: S1 & S2 & Summer

Component	Contact Hours
Online	40

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio	100	

### Aims

*This module aims to help students to understand the business planning process from identifying opportunity to planning to realise that opportunity. The module also explores innovation and entrepreneurial in the context of business planning, and develops a proposal for a business area*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Assess business planning strategies and techniques and develops appropriate investigation research methods.
- 2 Critically evaluate the impact of innovation and entrepreneurial approaches on business planning.
- 3 Develop a proposal to address a complex business issue/opportunity

### **Learning Outcomes of Assessments**

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

Portfolio	1	2	3
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### **Outline Syllabus**

- *Business planning methods and techniques*
- *Report writing*
- *Innovation, entrepreneurial and intrapreneurial approaches to shaping business planning*
- *Management of innovation*
- *Research design*
- *Purpose and practice of data sourcing*
- *Research and data tools and resources*

### **Learning Activities**

Online

### **Notes**

Online