

Liverpool John Moores University

Title: MANAGING A SMALL BUSINESS IN A GLOBAL CONTEXT
Status: Definitive
Code: **7047BUSIS** (108193)
Version Start Date: 01-08-2012

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

Team	Leader
Lihong Zhang	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
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation with individual mark	30.0	
Report	AS2	Report – evaluation and business plan	40.0	
Reflection	AS3	Individual Reflective review	30.0	

Aims

This module provides an insight, understanding and implementation of the processes and challenges involved when evaluating a global business idea and transforming it into a detailed and persuasive business plan for a new business venture.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically identify, define and evaluate a new global business opportunity within the current business environment.
- 2 Critically appraise the fundamental resources required to start a new business.
- 3 Evaluate the common issues in starting a business.
- 4 Evaluate the main sections of a business plan.
- 5 Synthesise elements to devise a professional business plan and present the main findings to an informed audience.
- 6 Following critical reflection, construct a personal reflective review.

Learning Outcomes of Assessments

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

presentation	1	2	3	4	5
report	1	2	3	4	5
reflection	6				

Outline Syllabus

Concepts for intended learning outcomes:

1. *Evaluation: Global idea formation; creativity; opportunity recognition; pre-start planning and preparation; the environment and business creation.*
2. *Sources of finance; business angels, venture capitalist, global bank, lease finance, family and friends and grants.*
3. *Economic analysis of market – Macro analysis, SWOT, STEEPLE.*
4. *The construction of a professional Business plan.*
5. *Preparation of a global idea and methods of presenting this.*

Learning Activities

It will be delivered as a series of seminars, lectures and tutorial workshops. Students will present their responses to assigned tutorial and seminar questions based around current case studies.

References

Course Material	Book
Author	Barrow, C, Barrow, P and Brown, R
Publishing Year	2008
Title	The Business Plan Workbook
Subtitle	

Edition	
Publisher	Kogan Page Ltd
ISBN	

Course Material	Book
Author	Burns, P
Publishing Year	2007
Title	Entrepreneurship and Small Business
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Deakins , D and Freel, M
Publishing Year	2009
Title	Entrepreneurship and Small Firms
Subtitle	
Edition	
Publisher	McGraw Hill
ISBN	

Course Material	Book
Author	Hatton, A
Publishing Year	2006
Title	The Definitive Business Pitch
Subtitle	How to Make the Best Pitches, Proposals and Presentations
Edition	
Publisher	Pearson
ISBN	

Course Material	Book
Author	Parks, S
Publishing Year	2006
Title	How to Fund Your Business
Subtitle	The Essential Guide to Raising Finance to Start and Grow your Business
Edition	
Publisher	Pearson
ISBN	

Notes

Global ideas and global business opportunities increase competitiveness and enhance consumer welfare. This module aims to equip learners with the economic

tools to analyse and evaluate a global business opportunity in an academic and professional manner. The assessment strategy provides a mix of methods, which allows each student to demonstrate their learning, and which will test concepts, skills, language and reflective learning.