

Liverpool John Moores University

Title: Entrepreneurship Concepts and Practice
Status: Definitive
Code: **7101MSCENT** (121728)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Seamus O'Brien	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: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Students are to provide a 15 minute individual presentation through critically assessing a case study	30	
Report	AS 2	Students are to critically review a case study through an essay. Students are also to provide an Executive Summary/Report of their findings. 4000 words.	70	

Aims

To enable students to critically assess the different entrepreneurial concepts and practices and its real world application.

To enhance student understanding of the entrepreneurial environment and business management.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate in depth understanding of business and project management theories and concepts as well as legal and social considerations that enables business success.
- 2 Evaluate the external environment and understand different approaches to running a business.
- 3 Identify and evaluate management, leadership, social and legal issues relating to the running of small businesses including new technologies such as the Internet.
- 4 Apply understanding critically to real world businesses.
- 5 Demonstrate ability to identify key issues of concern and present this in a clear and succinct manner

Learning Outcomes of Assessments

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

Individual Presentation	1	2	
Essay/Report	3	4	5

Outline Syllabus

- 1. Demonstrate in depth understanding of business and project management theories and concepts as well as legal and social considerations that enables business success.*
- 2. Evaluate the external environment and understand different approaches to running a business.*
- 3. Identify and evaluate management, leadership, social and legal issues relating to the running of small businesses including new technologies such as the Internet.*
- 4. Apply understanding critically to real world businesses.*
- 5. Demonstrate ability to identify key issues of concern and present this in a clear and succinct manner*

Learning Activities

Key concepts and theories will be discussed and evaluated during lectures. Students will then undertake critical discussion of theories through practical review and debate during workshops. It is envisaged that the theoretical concepts are identified during the lectures, where workshops would explore more practical and real world discussions.

Notes

None