

Liverpool John Moores University

Title: The psychology of Entrepreneurship
Status: Definitive
Code: **7103MSCENT** (121731)
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
Reflection	AS1	Reflective learning log of up to 3000 words.	40	
Report	AS 2	4000 words	60	

Aims

To develop an understanding of the impact of psychology and leadership on entrepreneurial development and business success

To understand the variety of approaches and techniques available to motivate and develop staff and colleagues

To acquire an understanding and insight into the student's own entrepreneurial strengths and areas for improvement and develop an action plan or strategy for effective working

To understand the challenges faced by entrepreneurs in marketing themselves across a variety of industries and sectors

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically discuss a range of contemporary psychological issues as they relate to the entrepreneur (including theories of leadership, motivation, process and personal traits)
- 2 Demonstrate insight into their own strengths and development areas as they relate to building and running a business
- 3 Develop an effective entrepreneurial action plan to capitalise on their own strengths and build around weaknesses
- 4 Understand the managerial challenges of leading a successful enterprise through different stages of business development
- 5 Critically evaluate and apply a range of self-presentation techniques to be effective across a variety of industries and sectors

Learning Outcomes of Assessments

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

Reflective learning log	2	3	
Report	1	4	5

Outline Syllabus

Entrepreneurship as an area of psychology
Schools of thought on the psychology of entrepreneurship
Self-awareness and psychometrics
Influencing and networking
The psychology of leadership
Personal leadership
Coaching skills
Marketing yourself
Cross-industry entrepreneurship

Learning Activities

This module will employ a range of student-centred learning strategies including lecture, case study, reflective diary, group discussion, coaching, creative problem-solving exercises and self-directed problem-based-learning.

Notes

None