

## Liverpool John Moores University

Title: Extended Research Project  
Status: Definitive  
Code: **7106MSCENT** (121734)  
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:** 60  
**Total Delivered Hours:** 6  
**Total Learning Hours:** 600  
**Private Study:** 594

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Tutorial	6

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Evaluation and business plan (15000) words	70	
Presentation	AS 2	Presentation with questions from the floor (15 minutes)	30	

### Aims

*Students are asked to build on their core modules to create an academic business plan. Working on their own, students will be expected to present their business plan to a selected audience, thereby confirming their ability to assess and communicate the value of their idea.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the importance of a business plan and the roles it plays in new venture creation
- 2 Produce an academic business plan for a new venture
- 3 Be in a position to decide on the feasibility, or otherwise, of a project and use the business plan to raise finance, if appropriate
- 4 Understand the different methods of financing a new venture and be able to identify possible sources
- 5 Appreciate the barriers to growth in small firms and recognise the difficulties small firms are likely to face when they do grow
- 6 Present their academic business plan to a selected audience

### **Learning Outcomes of Assessments**

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

Report	1	2	3	4	5
Presentation	6				

### **Outline Syllabus**

*Consider how to create and interpret an economic analysis of a particular market and sector using a variety of economic/ analytical frameworks such as SWOT/PESTLE*

*Outline the various fundamental resources encountered when starting a business. Explore and evaluate the various sources of capital an entrepreneurial venture might draw up on initially and as the venture develops.*

*Examine the steps required for researching, developing and designing business plans in relation to the business start-up process. Designing and writing business plan should be seen as the outcome of a careful research process and subsequent planning procedure.*

*Construction of a well-researched and well-presented business plan encompassing an executive summary, the global opportunity, a market overview, marketing plan overview, key action and events, the management team, the organisation plan, financial / projections overview/, and the investment opportunity.*

*The business plan will be written with its intended audience in mind, it must address potential concerns. All claims and statements made in the business plan, apart from those which will be regarded as common knowledge by the planner and the plan's audience must be capable of independent verification.*

### **Learning Activities**

The module will be delivered by tutorials to provide project supervision. Most of this will be within student sets of 4.

### **Notes**

This module aims to equip learners with the appropriate tools to analyse and evaluate a business opportunity and have the knowledge and skills to construct a business plan which will stand up to an academic and professional audience.