

Module Information

2022.01, Approved

Summary Information

Module Code	7115PHASCI
Formal Module Title	Business Planning for Cosmetic Science
Owning School	Pharmacy & Biomolecular Sciences
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Pharmacy & Biomolecular Sciences

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	12

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-CTY	CTY	January	12 Weeks

Aims and Outcomes

Aims	To enable students to analyse and identify a commercially viable cosmetic product and produce a business plan to enable the product to be launched
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the market sector and identify suitable product
MLO2	2	Critically evaluate the development of a business plan to launch a product
MLO3	3	Demonstrate knowledge to ensure the product is protected under the appropriate IP law
MLO4	4	Demonstrate knowledge to analyse and produce a cashflow for business setup
MLO5	5	Display mastery in pitching an idea by oral presentation

Module Content

Outline Syllabus	Introduction to Marketing and Branding Development of Business Plan Law Human Resources
Module Overview	
Additional Information	Students will acquire knowledge and understanding marketing in relation to cosmetic products, developing a business plan and law with regards setting up a business and / or launching a product

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Oral presentation	40	0	MLO1, MLO2, MLO3, MLO4, MLO5
Report	Written business plan	60	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Cynthia Akwei	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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