

## Liverpool John Moores University

Title: BUSINESS PLANNING FOR COSMETIC SCIENCE  
Status: Definitive  
Code: **7115PHASCI** (124939)  
Version Start Date: 01-08-2021

Owning School/Faculty: Pharmacy & Biomolecular Sciences  
Teaching School/Faculty: Pharmacy & Biomolecular Sciences

| Team          | Leader |
|---------------|--------|
| Cynthia Akwei | Y      |
| Imran Saleem  |        |

**Academic Level:** FHEQ7      **Credit Value:** 20      **Total Delivered Hours:** 24  
**Total Learning Hours:** 200      **Private Study:** 176

### Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 12            |
| Workshop  | 12            |

**Grading Basis:** 50 %

### Assessment Details

| Category     | Short Description | Description   | Weighting (%) | Exam Duration |
|--------------|-------------------|---|---------------|---------------|
| Presentation | seminar           | Students will work in the same groups and present a pitch for an idea (similar format to Dragons Den) | 40            |               |
| Report       | report            | Students will work in groups and devise a business plan for a potential product.                      | 60            |               |

### 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*

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

|                       |   |   |   |   |   |
|-----------------------|---|---|---|---|---|
| Oral presentation     | 1 | 2 | 3 | 4 | 5 |
| Written business plan | 1 | 2 | 3 | 4 |   |

## Outline Syllabus

*Introduction to Marketing and Branding*

*Development of Business Plan*

*Law*

*Human Resources*

## Learning Activities

Lectures - introducing /covering the various topics of the module

Workshops and academic support – development of a business idea and plan

Presentation – Dragons Den format of student pitching their potential product idea

## Notes

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