

## Liverpool John Moores University

Title: Business Administration  
Status: Definitive  
Code: **7335OSTENG** (123068)  
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Technical University of Ostrava

Team	Leader
Stephanie Sturges	

**Academic Level:** FHEQ7  
**Credit Value:** 10  
**Total Delivered Hours:** 25  
**Total Learning Hours:** 100  
**Private Study:** 75

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Seminar	25

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	2,500 words	100	

### Aims

*To investigate basic theoretical findings about the role of entrepreneurship in economic development and about relevant environment conditions for doing business.*

*To investigate the issues of starting and developing business, including start-ups and spin-offs.*

*To investigate the strategic, tactical and operational contexts of managing the processes in the organization and to evaluate approaches and techniques to*

*address optimization and improvement.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify the external and internal factors that influence the organization.
- 2 Assess various forms of business, including start-ups and spin-offs and organisation structures.
- 3 Analyse and critically evaluate the processes in the organization from point of view of its goals and identify areas for improvement.
- 4 Select, apply and critically evaluate approaches and techniques and literature to address an optimisation and improvement challenge, including describing the beneficial impact on organisational success.

## **Learning Outcomes of Assessments**

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

INDIVIDUAL	1	2	3	4
COURSEWORK				

## **Outline Syllabus**

*Entrepreneurship: nature of entrepreneurship, entrepreneurial characteristics, potential of entrepreneur, entrepreneurial mind.*

*Entrepreneurship, start-ups and spin-offs.*

*Starting and developing business, business environment, forms of organizations, business activities, organizational aspects of business.*

*Trading off various criteria in order to achieve high performance of the organization.*

*Processes and operations in the organisation, their designing, managing and performance measuring.*

*Long and short term planning and scheduling, stock management.*

*Lean and agile systems.*

*Value chain analysis, quality management and quality improvement tools.*

## **Learning Activities**

Seminars, to include: tutor mini lecture, discussion of current and developing practice and theories, case study analysis, managerial simulation game, facilitated group discussion, application of theory to practice, the giving and receiving of feedback, reflection on learning experiences.

## **Notes**

The module is focused both on topics related to starting and developing various forms of business and designing its organizational structure and also on managing and developing processes within organization.

This module enables students to understand: the activities and forms of doing business in their organizations identify the approaches and tools that can support the performance of organization from process management perspective, recognise key strategic and operational issues and problems and develop competence in applying and interpreting process and operations management techniques in practical situations. Questions and answers sessions and informal discussions will be used to engage students, whilst their progress will be reviewed on a regular basis. The assessment of learning is by student developed case study and will contain analytical and formative elements.