

Liverpool John Moores University

Title: Leadership for Small/Medium Size Enterprises
Status: Definitive
Code: **7377BUSME** (123804)
Version Start Date: 01-08-2019

Owning School/Faculty: Leadership and Organisational Development
Teaching School/Faculty: Leadership and Organisational Development

Team	Leader
Andrew Doyle	Y

Academic Level: FHEQ7
Credit Value: 10
Total Delivered Hours: 24
Total Learning Hours: 100
Private Study: 76

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	24

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	3,500 words	100	

Aims

- 1. To develop an understanding of personal impact and leadership on business development and success*
- 2. To understand the variety of leadership styles available to motivate and develop staff and colleagues*
- 3. To acquire an understanding and insight into the student's own preferred leadership style, their strengths and areas for improvement and develop an action plan or strategy for effective working*
- 4. To understand the challenges faced by leaders in developing their teams through a variety of techniques including performance management, mentoring and coaching*

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 leader (including theories of leadership, motivation, process and personal traits)
- 2 Demonstrate insight into own strengths and development areas in relation to building and running a business
- 3 Develop an effective entrepreneurial action plan to capitalise on own strengths and build around weaknesses
- 4 Understand and critically review 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:

Reflexive Report	1	2	3	4	5
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Outline Syllabus

Management and Leadership in a contemporary SME context
Relationship to SME business strategy
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

Seminars to include tutor input, student presentations, critiquing of application of theory to practice, critical reflection and reflective and reflexive practice.

Notes

This is an option in Option Group B of the MBA Executive Development 25452, as identified in the programme specification, and may not be combined with other options in that group.

The module is based on 7003MSCENT, which is provided for MSc Entrepreneurship, but it is tailored for a MBA audience.
The module is an alternative option to the more mainstream 7060BUSME and will be appropriate for proprietors/managers in SMEs