

## Entrepreneurship Business to Business

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7500DIMENT
Formal Module Title	Entrepreneurship Business to Business
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Dimensions International College Pte Ltd

#### Learning Methods

Learning Method Type	Hours
Lecture	20
Workshop	20

#### Module Offering(s)

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

## Aims and Outcomes

Aims	To enable students to critically assess the different opportunities and processes involved in selling products and/or services to other businesses To develop the students' entrepreneurial skills related to doing business with other businesses
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Research, identify and critically assess the various opportunities to sell products and/or services to other businesses
MLO2	2	Critically evaluate the various concepts and processes of supply chain management from the perspective of the customer
MLO3	3	Critically evaluate the various concepts and processes of supply chain management from the perspective of the supplier
MLO4	4	Identify and examine opportunities for innovation within supply chains
MLO5	5	Understand and critically evaluate the tendering processes for different types of organisation
MLO6	6	Appreciate and critically evaluate the importance of quality management, environmental management and social auditing to secure new business
MLO7	7	Demonstrate the ability to market a business to other businesses

## Module Content

Outline Syllabus	1. Economic significance of business-to-business opportunities 2. Process of supplying a product or service to different forms of business and organisation 3. Identifying and managing your own suppliers 4. Selling products through various distribution channels 5. Buying from and selling to international businesses 6. Opportunities for innovation in the supply chain 7. Understanding the tendering process for various types of business and organisation 8. Importance of quality management to secure new business 9. Importance of environmental management to secure new business 10. Emergence of social auditing to secure new business 11. How to write a successful tender or bid 12. How to meet and sell your product to a buyer from a larger organisation 13. Business-to-business marketing
Module Overview	
Additional Information	This module has been designed to introduce students to the different approaches selling products and/or services to other businesses. It examines the relationship between the entrepreneur and their business customers and enables them to identify the most appropriate and successful strategy to create and secure new business opportunities.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report/Proposal	50	0	MLO1, MLO2, MLO3, MLO4
Presentation	Presentation	50	0	MLO5, MLO6, MLO7

## Module Contacts