

Liverpool John Moores University

Title: BUSINESS DEVELOPMENT
Status: Definitive
Code: **7500MORMBA** (119265)
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Lynn Hill	

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 16.00
Total Learning Hours: 150
Private Study: 134

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	4.000
Seminar	4.000
Workshop	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	CWK		100.0	

Aims

1. Present to the course participants the specifics of small businesses.
2. Describe for them the major attributes of entrepreneurship and the new trends in entrepreneurship in the world today.
3. Show to the course participants the strengths and weaknesses of small businesses as well as the barriers to their further development.
4. Describe examples of a typical behaviour of small Czech businesses based on the research conducted at the Business Faculty at the Brno University of Technology.
5. Present successful strategies of small businesses both at home and abroad.

6. Teach the course participants understand the specifics of family business.
7. Explain the participants the basic aspects of international business. Explain the dimensions of companies' internationalisation and business in different cultures.

Learning Outcomes

After completing the module the student should be able to:

- LO1 Critically appraise and apply systematic understanding of the critical success factors for the development of a small business.
- LO2 Synthetize theoretical concepts to critically assess the international aspects of business and internationalisation in the company.
- LO3 Demonstrate originality in the assessment of the strengths and weaknesses as well as barriers to further development of small and middle-sized business.
- LO4 Critically apply concepts and knowledge to develop a business plan for managing small business in periods of growth, survival or decline.
- LO5 Critically appraise and value the substantial differences in the definition of business in different cultures

Learning Outcomes of Assessments

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

Coursework	LO	LO	LO	LO	LO
	1	2	3	4	5

Outline Syllabus

Business – business specifics, conceptual approaches.

New entrepreneurial trends abroad – clusters, business networks, strategic alliances, intra-business.

International aspects of business – internationalisation of companies – business in different cultures.

Family business – differences – external and internal pressures affecting a family business – succession issues.

Small and middle-sized businesses – strengths and weaknesses – barriers to their further development.

Examples of behaviour of some small Czech businesses based on the research conducted at the Business Faculty at the Brno University of Technology.

Successful strategies of small businesses at home and abroad.

Management of small businesses in periods of growth, periods of survival and periods of decline.

Learning Activities

Lectures, group discussions, group/individual activities, case studies.

References

Course Material	Book
Author	ASHTON, R.
Publishing Year	2004
Title	The entrepreneur's book of checklists. 1000 tips to help your start and growth your business.
Subtitle	
Edition	
Publisher	Pearson Prentice Hall
ISBN	0-273-69439-1

Course Material	Book
Author	BURNS, P.
Publishing Year	2001
Title	Entrepreneurship and small business
Subtitle	
Edition	
Publisher	Palgrave McMillan
ISBN	0-333-91474-0

Course Material	Book
Author	WILSON, P., BATES, S.
Publishing Year	2003
Title	The Essentials guide to managing small business growth
Subtitle	
Edition	
Publisher	John Wiley & Sons, Inc.
ISBN	0-470-85051-5

Course Material	Book
Author	GERBER, M.
Publishing Year	2010
Title	The most successful Small business in the world
Subtitle	
Edition	
Publisher	John Wiley & Sons, Inc.
ISBN	978-0-470-50362

Notes

None