

The psychology of Entrepreneurship

Module Information

2022.01, Approved

Summary Information

Module Code	7503DIMENT
Formal Module Title	The psychology of Entrepreneurship
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
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To develop an understanding of the impact of psychology and leadership on entrepreneurial development and business success To understand the variety of approaches and techniques available to motivate and develop staff and colleagues To acquire an understanding and insight into the student's own entrepreneurial strengths and areas for improvement and develop an action plan or strategy for effective working To understand the challenges faced by entrepreneurs in marketing themselves across a variety of industries and sectors
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically discuss a range of contemporary psychological issues as they relate to the entrepreneur (including theories of leadership, motivation, process and personal traits)
MLO2	2	Demonstrate insight into their own strengths and development areas as they relate to building and running a business
MLO3	3	Develop an effective entrepreneurial action plan to capitalise on their own strengths and build around weaknesses
MLO4	4	Identify the managerial challenges of leading a successful enterprise through different stages of business development
MLO5	5	Critically evaluate and apply a range of self-presentation techniques to be effective across a variety of industries and sectors

Module Content

Outline Syllabus	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
Module Overview	
Additional Information	None

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Reflection	Reflective learning log	40	0	MLO2, MLO3
Report	Report	60	0	MLO1, MLO4, MLO5

Module Contacts