

## Extended Research Project

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7506DIMENT
Formal Module Title	Extended Research Project
Owning School	Business and Management
Career	Postgraduate Taught
Credits	60
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
Tutorial	6

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
APR-PAR	PAR	April	12 Weeks

#### Aims and Outcomes

Aims	Students are asked to build on their core modules to create an academic business plan. Working on their own, students will be expected to present their business plan to a selected audience, thereby confirming their ability to assess and communicate the value of their idea.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Understand the importance of a business plan and the roles it plays in new venture creation
MLO2	2	Produce an academic business plan for a new venture
MLO3	3	Be in a position to decide on the feasibility, or otherwise, of a project and use the business plan to raise finance, if appropriate
MLO4	4	Understand the different methods of financing a new venture and be able to identify possible sources
MLO5	5	Appreciate the barriers to growth in small firms and recognise the difficulties small firms are likely to face when they do grow
MLO6	6	Present their academic business plan to a selected audience

**Module Content**

Outline Syllabus	Consider how to create and interpret an economic analysis of a particular market and sector using a variety of economic/ analytical frameworks such as SWOT/PESTLE Outline the various fundamental resources encountered when starting a business. Explore and evaluate the various sources of capital an entrepreneurial venture might draw up on initially and as the venture develops. Examine the steps required for researching, developing and designing business plans in relation to the business start-up process. Designing and writing business plan should be seen as the outcome of a careful research process and subsequent planning procedure. Construction of a well-researched and well-presented business plan encompassing an executive summary, the global opportunity, a market overview, marketing plan overview, key action and events, the management team, the organisation plan, financial / projections overview/, and the investment opportunity. The business plan will be written with its intended audience in mind, it must address potential concerns. All claims and statements made in the business plan, apart from those which will be regarded as common knowledge by the planner and the plan's audience must be capable of independent verification.
Module Overview	
Additional Information	This module aims to equip learners with the appropriate tools to analyse and evaluate a business opportunity and have the knowledge and skills to construct a business plan which will stand up to an academic and professional audience.

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	70	0	MLO1, MLO2, MLO3, MLO4, MLO5
Presentation	Presentation	30	0	MLO6

**Module Contacts**

