

Summary Information

Module Code	7508YPCM
Formal Module Title	Entrepreneurship and Enterprise
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
YPC International College (Kolej Antarabangsa YPC)

Learning Methods

Learning Method Type	Hours
Lecture	11
Tutorial	11

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To examine the various models for e-business. To develop skills in writing business plans and forecasts. To investigate the role technology can play in starting and operating an e-business.
------	---

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a detailed business plan for a new start-up e-business (or to make substantial changes to an existing e-business).
MLO2	2	Critically evaluate appropriate technology components that are essential to the successful operation of e-business.
MLO3	3	Critically appraise and present e-business ideas in a clear and precise manner.

Module Content

Outline Syllabus	Macro and micro environmental analysis. Role of market positions and resource capability in delivering and sustaining competitive advantage. Corporate strategy for multi-business firms. Implementation of strategy and managing strategic change. E-business Models (B2B, C2C, B2C, B2G, C2B, etc.) Creating E-business Plan Financing, marketing and operating an E-business Technologies For E-business: Security, Internet, Web, Telephony etc.
Module Overview	
Additional Information	This module prepares students for e-business ventures by guiding them through the process of formulating an e-business plan and considering the operational aspects of this business. This module is driven from a technological viewpoint and relies heavily on available technology to enable the e-business to operate.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	REPORT 2,500 words	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------