

Summary Information

Module Code	7510ECBM
Formal Module Title	Fashion Enterprise Skills
Owning School	Business and Management
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
European College of Business Management

Learning Methods

Learning Method Type	Hours
Lecture	30
Off Site	24
Online	12
Seminar	6

Module Offering(s)

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

Aims	To develop skills in leadership, business innovation and financial management that underpin the successful start-up. To embed entrepreneurship skills through working as a team on an industry linked business proposal. The module takes a multi-disciplinary approach to managing the resources needed for launching a fashion or media start-up, whilst also developing and enabling the students' ability to acquire new areas of knowledge and skills.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate innovation and creative thinking to identify new business opportunities
MLO2	2	Evaluate and explain financial decision-making, using appropriate techniques; identify and evaluate sources of finance for entrepreneurial entities
MLO3	3	Explore and analyse strategic priorities and strategic options, understand the purpose and components of a business plan.
MLO4	4	Critically explore the role of entrepreneurial leaders in identifying opportunities and dealing with change, and to understand the strategies for creating an innovative team
MLO5	5	Work as part of a team to deliver a group presentation to a client organisation on an team project

Module Content

Outline Syllabus	Identifying new business opportunities, including consultancy skills financial decision-making, the importance of the entrepreneur (traits and characteristics) and leadership and teamwork attributes Financial management skills, including using spreadsheet modelling, accounting for risk and uncertainty, identify and evaluate sources of finance for entrepreneurial entities Development of a business plan Understanding leadership skills and how to build a creative and innovative team in the fashion/media sector
Module Overview	
Additional Information	The module is designed to give students an insight into the management of resources within international fashion and media businesses, and to enable them to plan a new business in this sector. There will be a variety of input methods (directed tasks, presentations, seminars and lecture – but all based on student-centred case study-based approaches). The students will be assessed informally throughout the module using case-study materials, question and answer sessions and summative through the coursework. A thorough briefing regarding each of the assessment methods will be given in the corresponding teaching sessions.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	group presentation 30 mins	30	0	MLO1, MLO2, MLO3, MLO5
Report	individual report 4,000 words	70	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Wolstencroft	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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