



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Equipping for Enterprise		
Module Code	UMCDNH-30-M	Level	M
For implementation from	October 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS, Business and Management		
Contributes towards	PG Certificate Enterprise		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None.		
Co- requisites	None		
Module Entry requirements	NA		

Part 2: Description
<p>This module presents a wide range of key business theories, models and practice that will aid students in being enterprising in their future careers and that will enhance their immediate employability. The module content will develop students' knowledge of academic business content and will require them to integrate and validate its application to a variety of tasks, relevant to the students' experience. The content will develop students' skills in examining and testing business theories and models and enable them to determine their value when making enterprising decisions. The module will be delivered entirely online with students expected to work through a set of 10 study units each covering a different topic area such as:</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Marketing Communications</li> <li>• Managing People</li> <li>• Recruitment and Selection</li> <li>• Strategic Management</li> <li>• Operations Management</li> <li>• Business Law</li> <li>• Finance for non-financial managers</li> <li>• Project Management</li> <li>• Social Enterprise</li> </ul> <p>Each of the study units will comprise bespoke videos introducing the content, supporting readings and online</p>

videos together with learning exercises that allow students to understand, apply, evaluate and reinforce learning of the concepts covered. While students will be able to work through the module at their own pace, following a route of their choosing, each unit will be a more structured learning journey. Students will complete a short task (short reflective piece, review of a case study, quiz, multiple choice questionnaire etc.) at the end of each study unit to evidence their engagement with the study unit content. Students will be required to utilise and reflect upon this in their summative assessment, the completed study unit tasks will be presented as a portfolio appendix to the formal module assessment.

Student's interaction with the study units will be extended using specific learning events such as live feeds of specific lectures (drawn from existing undergrad/postgrad modules) and scheduled webinars and feedback sessions (formative feedback).

The aim is for students to develop a tool box of business knowledge that complements their undergraduate degree as they develop their careers in whichever sector they choose.

### Part 3: Assessment

In keeping with the learning strategy for the module, the assessment strategy has been developed to encourage students to reflect deeply and critically on their experience and their learning and to make strong connections between theory, ideas and concepts and their application in practice. The assessment strategy requires students to draw together their learning from individual study units, integrating multiple factors that influence complex decision-making, to analyse relevant information and to apply this to a case study or scenario that is relevant to them. The task will require students to critically examine academic models and related data, to synthesise and integrate this information and to explain and defend the arguments that they develop. Students will be encouraged to develop their arguments via the online student forums and will be able to contact module tutors for formative feedback on their work.

The mix of assessments have been chosen to support the wide range of subject areas covered, the online delivery, application to a wide variety of scenarios and assessment of understanding and application. The module assessment will comprise two components:

- A 10-minute **recorded presentation** of the student presenting their analysis and evaluation of a case study or agreed scenario. In their analysis students will be required to make use of a variety of the theories, practices and frameworks from a minimum number of the study units covered in the module. The recorded presentation will be further examined by a 10-minute viva, conducted either online or face-to-face, where students will respond to questions on the analysis of the case study and the arguments that they have presented.
- A '**critical evaluation with learning portfolio**' – 2500 words - which will require students to refer to and critically reflect on the material covered in the module and explain how specific elements will assist them in being more enterprising in their future careers. The learning portfolio will require students to write in a succinct and focussed style. As an appendix, students will be required to submit work sheets from a nominated exercise in each of the 10 study units (although this will not count towards the word count, inclusion of the required exercise from each unit is required to pass this component).

Students will be provided with individual feedback based on a marking template.

Identify final timetabled piece of assessment (component and element)		Component B												
% weighting between components A and B (Standard modules only)		A: 50%	B: 50%											
First Sit														
Component A (controlled conditions) Description of each element		Element weighting (as % of component)												
1. Recorded presentation detailing analysis of case study – maximum 10 mins		50%												
2. Individual viva (online or face-to-face) – maximum 10 mins		50%												
Component B Description of each element		Element weighting (as % of component)												
1. Critical evaluation with business learning portfolio appendix (2500 words plus appendix)		100%												
Resit (further attendance at taught classes is not required)														
Component A (controlled conditions) Description of each element		Element weighting (as % of component)												
1. Recorded presentation on re-analysis of the case study – maximum 10 mins.		50%												
2. Individual viva (online or face-to-face) - including comment on how the student has used the feedback received from the first submission – maximum 10 mins.		50%												
Component B Description of each element		Element weighting (as % of component)												
1. Critical evaluation with business learning portfolio appendix (2500 words plus appendix)		100%												
Part 4: Teaching and Learning Methods														
Learning Outcomes	On successful completion of this module students will be able to:  1. Critically understand and evaluate key business concepts, models and their application to specific contexts and how they combine in the success of an enterprise. (Components A & B) 2. Apply core business theories and concepts to specific scenarios and/or case studies. (Components A & B) 3. Proactively undertake creative and complex problem solving and decision-making. (Components A & B) 4. Analyse, interpret and use information and knowledge effectively to facilitate strategic planning. (Components A & B) 5. Utilise a variety of communication tools to present substantiated arguments to the audience. (Components A & B) 6. Demonstrate a reflective and critical approach to independent and self-directed study. (Components A & B)													
Key Information Sets Information (KIS)														
Contact Hours	<table><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>0</td><td>300</td><td>0</td><td>300</td></tr></table>				Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	0	300	0	300
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam</p> <p><b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test</p> <p><b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table><tr><td colspan="4">Total assessment of the module:</td><td></td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr><tr><td colspan="4">Written exam assessment percentage</td><td>0%</td></tr><tr><td colspan="4">Coursework assessment percentage</td><td>50%</td></tr><tr><td colspan="4">Practical exam assessment percentage</td><td>50%</td></tr><tr><td></td><td></td><td></td><td></td><td>100%</td></tr></table>	Total assessment of the module:										Written exam assessment percentage				0%	Coursework assessment percentage				50%	Practical exam assessment percentage				50%					100%
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Reading List	<p>Students will be expected to undertake essential reading throughout the module and as advised in each study unit. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves and to complete the assessment. All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p><i>An electronic indicative reading can be found at:</i> <a href="https://uwe.rl.talis.com/lists/E27689D0-8BB8-6277-BFAD-4C20AF8B5641.html">https://uwe.rl.talis.com/lists/E27689D0-8BB8-6277-BFAD-4C20AF8B5641.html</a></p>																														

## FOR OFFICE USE ONLY

First CAP Approval Date	28 June 2017 <a href="#">link to MIA</a>			
Revision CAP Approval Date		Version	2	<i>Link to RIA</i>