Module Specification

Equipping for Enterprise

Version: 2023-24, v2.0, 14 Jun 2023

Contents

Part 1: Information

Module title: Equipping for Enterprise

Module code: UMCDNH-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: 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 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.

Outline syllabus: Each unit covers a different topic area such as:

Marketing

Marketing Communications

Managing People

Recruitment and Selection

Strategic Management

Operations Management

Business Law

Finance for non-financial managers

Project Management

Social Enterprise

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be delivered entirely online with students expected to work through a set of 10 study units. Each of the study units will comprise bespoke videos introducing the content, supporting readings and online 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).

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically understand and evaluate key business concepts, models and their application to specific contexts and how they combine in the success of an enterprise

MO2 Apply core business theories and concepts to specific scenarios and/or case studies

MO3 Proactively undertake creative and complex problem solving and decision-making

MO4 Analyse, interpret and use information and knowledge effectively to facilitate strategic planning

MO5 Utilise a variety of communication tools to present substantiated arguments to the audience

MO6 Demonstrate a reflective and critical approach to independent and self-directed study

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 300 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umcdnh-30-m.html

Part 4: Assessment

Assessment strategy: 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 three tasks:

Task 1: 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.

Task 2: 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.

Task 3: 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 task).

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

Assessment components:

Presentation (First Sit)
Description: Recorded presentation detailing analysis of case study – maximum 10 mins
Weighting: 25 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (First Sit)
Description: Individual viva (online or face-to-face) – maximum 10 mins
Weighting: 25 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (First Sit)

Description: Critical evaluation with business learning portfolio appendix (2500 words plus appendix)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: Recorded presentation on re-analysis of the case study – maximum 10 mins.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Presentation (Resit)

Description: 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.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment (Resit)

Description: Critical evaluation with business learning portfolio appendix (2500 words plus appendix)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study: