



## **Module Specification**

### **Sustainable Venture Creation**

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## Part 1: Information

**Module title:** Sustainable Venture Creation

**Module code:** UMCDTT-15-1

**Level:** Level 4

**For implementation from:** 2021-22

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** University Centre Weston

**Delivery locations:** University Centre Weston

**Field:** Business and Management Cross-Disciplinary

**Module type:** Project

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** This module will introduce you to the concept of sustainable new venture creation. Within this module you will develop the skills to analyse the external macro-environment to determine gaps and deficiencies where exploitable

needs/problems may exist. Such analysis will enable you to explore the relationship between society and lifestyle factors, with the view to evaluating the 'public good' and feasibility of a proposed sustainable enterprise.

**Outline syllabus:** Within this module you will develop the skills to discover new information, analyse it for trends and possibilities and develop unique, innovative solutions to identify problems or needs in the marketplace as well as beginning to identify sources of funding that will allow a new sustainable business enterprise to develop.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The outcomes of this module will be evidenced through in class dissemination of case studies and the development, proposal and presentation of a feasible sustainable business enterprise or new venture creation, which evidences 'public good'.

#### **Module Learning outcomes:**

- MO1** Understand the role of sustainability in new venture creation.
- MO2** Explain how a range of societal and lifestyle factors can impact upon business sustainability.
- MO3** Evaluate the importance of stakeholder engagement and social responsibility within business contexts.
- MO4** Identify financial and legal considerations within new venture creation.
- MO5** Demonstrate ability to coherently communicate ideas to a business audience

**Hours to be allocated:** 150

#### **Contact hours:**

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](http://readinglists.uwe.ac.uk) via the following link

## **Part 4: Assessment**

**Assessment strategy:** A range of formative assessment techniques will be employed to ensure that learners can meet the breadth of learning outcomes presented in this module alongside the ability to demonstrate transferable skills e.g. communication skills.

Component A – Report Proposal (2,500 words) You will produce a report on your proposed sustainable new venture creation. This will include your vision, aims and objectives, USP, legal implications, sources of funding and clearly identify how societal and lifestyle factors have influenced the choice of venture.

Opportunities for formative assessment exist for each of the assessment strategies used. Verbal feedback is given and all students will engage with personalised tutorials.

### **Assessment components:**

#### **Report - Component A (First Sit)**

Description: Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

#### **Report - Component A (Resit)**

Description: Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

### **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22