



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: 2023-24

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: 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: 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: On successful completion of this module students will achieve the following 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 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.

Assessment 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 (First Sit)

Description: Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Report (Resit)

Description: Report (2,500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [UCW] BA (Hons) 2023-24

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