



## **Module Specification**

### **Enterprise Project - New Business Plan**

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## Part 1: Information

**Module title:** Enterprise Project - New Business Plan

**Module code:** UMKDWX-60-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 60

**ECTS credit rating:** 30

**Faculty:** Faculty of Business & Law

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

**Partner institutions:** None

**Field:** Marketing

**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 will give students the opportunity to develop a new business idea using the business planning techniques to develop the initial idea into a credible and substantiated new business proposal. The possible scenarios:

A project which will see the development of a comprehensive and detailed business plan for a proposed new business.

or

A project which will see the development of a comprehensive and detailed business plan for an existing business.

**Features:** Not applicable

**Educational aims:** In addition to the aims listed in the module learning outcomes the educational experience of undertaking the project may also explore, develop, and practise, but not formally assess, the following:

Project planning, time and self management skills.

Resource identification and research skills.

**Outline syllabus:** Outline Syllabus: Although the project largely involves self-directed private study supported by supervision, there will be a taught aspect within the module. Indicative content includes:

Research methods for business planning

Demand and competitors

The product, service or experience

Business model and sustainability

Operations and finances

Students will have the opportunity to develop a new business plan based on one of the following possible scenarios:

A project which will see the development of a comprehensive and detailed business plan for a proposed new business.

A project which will see the development of a comprehensive and detailed business plan for an existing business in which the student is substantially involved: either as a member of a family run business, or as the founder of a business, or a business in which they have a significant ownership stake.

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

**Teaching and learning methods:** Teaching and learning will be via a combination of taught sessions, supervision and independent learning.

The module will consist of facilitated enquiry/problem based learning tutorials, and skills development/group supervision/surgery workshops with tutor feedback and support.

Each student will be allocated an individual project supervisor to provide one to one ongoing advice throughout the project.

Extensive use will be made of Blackboard, and students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module.

Scheduled learning:

Tutorials will be 3 hour large group taught sessions.

Skills (etc) sessions will support (a) the formal learning sessions of the unit and (b) the individual supervision sessions, and will be directly linked to the final assessment.

Independent learning:

Extensive independent learning is a necessity for this module. The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value. This study will be supported by a series of individual supervision sessions with a member of academic staff.

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

**MO1** Critically evaluate ideas for new ventures and new markets of either a commercial or a social nature

**MO2** Generate primary data and analyse, evaluate and synthesise both primary and secondary data to support ideas for a business plan

**MO3** Understand and apply the skills necessary to produce a persuasive, comprehensive and detailed business plan

**Hours to be allocated:** 600

**Contact hours:**

Independent study/self-guided study = 520 hours

Face-to-face learning = 80 hours

Total = 600

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/F7A57454-1194-2E1C-1E86-C56BF194B53F.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/F7A57454-1194-2E1C-1E86-C56BF194B53F.html?lang=en&login=1>

## **Part 4: Assessment**

**Assessment strategy:** This is a project module comprising two assessment tasks: the Business Plan (15,000 word equivalent) and an individual presentation (30 minutes) based on the Business Plan.

Ongoing formative feedback will be provided during supervision sessions.

**Assessment tasks:**

**Project** (First Sit)

Description: Business plan

Weighting: 90 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation** (First Sit)

Description: Individual 30 minute presentation

Weighting: 10 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3

**Project (Resit)**

Description: Business plan

Weighting: 90 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation (Resit)**

Description: 30 minute individual presentation

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Events Management [Frenchay] MSc 2023-24