



Module Specification

Entrepreneurial Skills

Version: 2026-27, v3.0, Approved

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	5
Part 5: Contributes towards	6

Part 1: Information

Module title: Entrepreneurial Skills

Module code: UFCF95-15-3

Level: Level 6

For implementation from: 2026-27

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

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 is intended to stimulate interest in business innovation and product development amongst students following computing-based awards. Students will be led through the process of starting their first business, with discussions relating to technical, marketing, financial and personnel issues.

Features: Not applicable

Educational aims: To equip students with entrepreneurial capabilities through the practical application of business planning tools and business modelling frameworks, and develop their professional presentation skills in developing and pitching viable business proposals.

Outline syllabus: Topics are likely to include but are not limited to:

The Product or Service:

Deciding on the product

Competitive marketplace

The customer value proposition

Distinctive Selling Point

Practical Issues:

Building a demonstration prototype

The manufacturing process

How to subcontract

Launching your First Hi-tech Start-up:

Virtual Company Start-up Strategy

Billionaire role-models

Your moneymaking idea

Your team – Partners, Investors and Shares

Your web site

Business Planning and Fund Raising:

Branding your business

Market Research

Business Plan

Raising funds from different sources: banks, VCs, HMG, family and friends

Company Law:

Basic types of companies

Forming a Limited Liability Company

Protecting your Intellectual Property
Formal Company Law Requirements

Managing your finances:

Bookkeeping
Understanding financial statements
Company taxation
Profitability, forecasting and pricing

Making your Fortune:

Marketing
Public Relations, advertising, sales
Going Global – international expansion
The exit – trade sales and going public

Part 3: Teaching and learning methods

Teaching and learning methods: Students will work in groups to progressively carry out the series of steps for product and initial enterprise development. These steps will be described through lectures and seminars presented by the Module Leader or Guest Speakers, as most appropriate. The students will also be provided with a reading list for private study. The groups are expected to identify a new business proposition which will then become the focus of their attention throughout the module. Groups will be encouraged and supported to take up the opportunities offered by UWE, for example through the Business and Innovation hub. They will also be encouraged to participate in the local business environment, for example by engaging in workshops and attending external talks. These interactions will provide an excellent way of comparing the students' business proposals with a wider range of competitors and expose their ideas to keener scrutiny. In this way, the Module Leader may provide effective “coaching” to improve a group's preparation and presentation of their ideas.

Assistance will be offered in establishing a Commercial Mentor for each group. Likely

recruits will come from firms who regularly offer placements to UWE students, personal contacts and the alumni.

Scheduled learning includes lectures, seminars, tutorials, and workshops.

Independent learning includes hours engaged with essential reading, assignment preparation and completion etc.

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

MO1 Plan for the development of a new business venture, applying appropriate business planning tools, digital technologies, and responding effectively to formative feedback.

MO2 Develop a comprehensive business model and a business action plan with financial projections, timelines, and milestones.

MO3 Present and pitch a new business proposition effectively to commercially-aware audiences, demonstrating professional communication skills, commercial awareness, and the ability to articulate both team contributions and individual expertise.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcf95-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ufcf95-15-3.html>

Part 4: Assessment

Assessment strategy: At both first sit and resit, the assessment of this module will be via a group presentation of a business proposition and plan in the form of a

portfolio. Students are expected to make a presentation in which they pitch their business proposition to academics and professional mentors. This allows them to practice and refine presentation skills, essential to most graduates.

At first sit and resit, if the group size is small, the task will be scaled appropriately.

Assessment tasks:**Presentation (First Sit)**

Description: Group Presentation with Q&A (20 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Group Presentation with Q&A (20 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Architectural Technology and Design {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science (Artificial Intelligence) [NepalBrit] BSc (Hons) 2024-25

Building Services Engineering {Foundation} [GCET] BEng (Hons) 2024-25

Building Services Engineering {Foundation} [GCET] DipHE 2024-25

Computer Security and Forensics {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science {Foundation} [GCET] BSc (Hons) 2022-23

Architectural Technology and Design {Foundation} [GCET] BSc (Hons) 2023-24

Business Computing {Foundation} [GCET] BSc (Hons) 2022-23

Computer Science (Artificial Intelligence) {Foundation} [GCET] BSc (Hons) 2022-23

Computer Science (Smart Devices) {Foundation} [GCET] BSc (Hons) 2022-23

Computer Security and Forensics {Foundation} [GCET] BSc (Hons) 2022-23

Computer Science (Artificial Intelligence) {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science (Smart Devices) {Foundation} [GCET] BSc (Hons) 2023-24

Computer Security and Forensics {Foundation} [GCET] BSc (Hons) 2023-24

Computer Security and Forensics {Foundation} [GCET] BSc (Hons) 2023-24

Environmental Management and Practice {Foundation} [GCET] BSc (Hons) 2022-23

Environmental Management and Practice {Foundation} [GCET] BSc (Hons) 2023-24

Architectural Technology and Design {Foundation} [GCET] BSc (Hons) 2022-23

Business Computing {Foundation} [GCET] BSc (Hons) 2023-24

Business Computing {Foundation} [GCET] BSc (Hons) 2023-24

Energy Technology and Management {Foundation} [GCET] BSc (Hons) 2022-23

Energy Technology and Management {Foundation} [GCET] BSc (Hons) 2023-24

Urban and Regional Planning {Foundation} [GCET] BSc (Hons) 2022-23

Urban and Regional Planning {Foundation} [GCET] BSc (Hons) 2023-24

Building Services Engineering {Foundation} [GCET] BEng (Hons) 2024-25

Instrumentation and Control Engineering {Foundation} [GCET] BEng (Hons) 2022-23

Instrumentation and Control Engineering {Foundation} [GCET] BEng (Hons) 2023-24

Automation and Robotics Engineering {Foundation} [GCET] BEng (Hons) 2022-23

Automation and Robotics Engineering {Foundation} [GCET] BEng (Hons) 2023-24

Electronics and Telecommunication Engineering {Foundation} [GCET] BEng (Hons) 2022-23

Electronics and Telecommunication Engineering {Foundation} [GCET] BEng (Hons)
2023-24

Mechanical Engineering and Technology {Foundation} [GCET] BEng (Hons) 2022-23

Mechanical Engineering and Technology {Foundation} [GCET] BEng (Hons) 2023-24

Mechanical Engineering and Technology (Manufacturing) {Foundation} [GCET]
BEng (Hons) 2022-23

Mechanical Engineering and Technology (Mechatronics) {Foundation} [GCET] BEng
(Hons) 2022-23

Mechanical Engineering and Technology (Vehicle Technology) {Foundation} [GCET]
BEng (Hons) 2022-23

Mechanical Engineering and Technology (Manufacturing) {Foundation} [GCET]
BEng (Hons) 2023-24

Mechanical Engineering and Technology (Mechatronics) {Foundation} [GCET] BEng
(Hons) 2023-24

Architectural Technology and Design {Foundation} [GCET] BSc (Hons) 2023-24

Instrumentation and Control Engineering {Foundation} [Feb][PT][GCET][8yrs] BEng
(Hons) 2020-21

Instrumentation and Control Engineering {Foundation} [Oct][PT][GCET][8yrs] BEng
(Hons) 2020-21

Computer Science (Smart Devices) {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science (Artificial Intelligence) {Foundation} [GCET] BSc (Hons) 2023-24

Mechanical Engineering and Technology {Foundation} [GCET] BEng (Hons) 2023-24

Mechanical Engineering and Technology (Vehicle Technology) {Foundation} [GCET]
BEng (Hons) 2023-24

Mechanical Engineering and Technology (Mechatronics) {Foundation} [GCET] BEng
(Hons) 2023-24

Mechanical Engineering and Technology (Manufacturing) {Foundation} [GCET]
BEng (Hons) 2023-24

Electronics and Telecommunication Engineering {Foundation} [GCET] BEng (Hons) 2023-24

Instrumentation and Control Engineering {Foundation} [GCET] BEng (Hons) 2023-24

Automation and Robotics Engineering {Foundation} [GCET] BEng (Hons) 2023-24

Business Computing {Foundation} [GCET] BSc (Hons) 2023-24

Computer Science {Foundation} [GCET] BSc (Hons) 2023-24

Environmental Management and Practice {Foundation} [GCET] BSc (Hons) 2023-24

Urban and Regional Planning {Foundation} [GCET] BSc (Hons) 2023-24

Energy Technology and Management {Foundation} [GCET] BSc (Hons) 2023-24

Cyber Security and Digital Forensics {Foundation} [Frenchay] BSc (Hons) 2023-24

Business Computing {Foundation} [Frenchay] BSc (Hons) 2023-24

Software Engineering for Business {Foundation} [Frenchay] BSc (Hons) 2023-24

Business Computing [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Cyber Security and Digital Forensics [NepalBrit] BSc (Hons) 2024-25

Cyber Security and Digital Forensics [Frenchay] BSc (Hons) 2024-25

Software Engineering for Business [Frenchay] BSc (Hons) 2024-25

Information Technology Management for Business [Frenchay] - WITHDRAWN BSc (Hons) 2024-25

Business Computing [Frenchay] BSc (Hons) 2024-25

Information Technology {Dual}[Taylors] BSc (Hons) 2024-25

Business Computing {Foundation} [Frenchay] BSc (Hons) 2023-24

Software Engineering for Business [Frenchay] BSc (Hons) 2024-25

Software Engineering for Business {Foundation} [Frenchay] BSc (Hons) 2023-24

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2026-27

Business Computing {Foundation} [Frenchay] BSc (Hons) 2023-24

Business Computing [Frenchay] BSc (Hons) 2024-25