



Module Specification

Enterprise Project: Concept Development

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Part 1: Information

Module title: Enterprise Project: Concept Development

Module code: UMKTEE-30-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

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 is the first of two Enterprise Project modules in which students develop a new business idea using the business planning techniques to develop the initial idea into a credible and substantiated new business proposal. In this module, students generate and develop a new business idea into a credible business concept

Features: Not applicable

Educational aims: The aim of the module is to support students in development of a business concept, using recognised business planning tools. By doing so, students will develop skills of creativity, analysis and evaluation

Outline syllabus: The syllabus will support students through the early stages of a business planning, from idea generation to the articulation of a justified business concept.

Indicative content includes:

Research methods for business planning

Demand and competitors

The product, service or experience

Developing a value proposition

Empathy mapping

Business canvas development

Part 3: Teaching and learning methods

Teaching and learning methods: Student projects will be supported by a series of workshops, online materials and one-to-one support from an academic mentor. The nature and frequency of contact with the mentor will be negotiated between the student and the tutor. It is envisaged that this will usually involve an element of written feedback on draft work as well as synchronous interactions (either face to face or via communication media).

The module emphasises active and experiential learning methods. In particular, the module is informed by the 3Ps whereby students learn in 3 steps: Prepare, Participate, and Practise. Students are expected to prepare for each session, participate fully and practically apply their knowledge and skills.

Prepare

Students prepare by reading and studying the materials provided to acquire

background knowledge.

Preparation and independent study involves students using a range of material such as videos, books, journals and professional publications to deepen their understanding of the taught concepts.

Participate

Students participate in class activities which may include group debates, completion of tasks and interactive sessions, whereby students become co-creators of their learning journey.

Students are encouraged and expected to participate in analysing contemporary challenges through problem based learning approaches, case studies, presentations and discussions, etc. to draw conclusions.

Practise

By engaging in session activities students practise applying their knowledge to real-world situations.

Emphasis is placed on practical application of the taught theory and Student's development of learning- independence through active engagement with both taught theory and practice.

The University's Virtual Learning Environment (VLE) will help students access course materials, (including videos, lecture slides, useful research links, announcements, etc.) and assessment-specific information and support.

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

MO1 Develop an idea for a commercial or social venture into a credible business concept

MO2 Synthesise academic theory and commercial information in the development and justification of a business concept

MO3 Apply complex business planning tools to the task of business concept development

MO4 Effectively communicate and justify the business concept to professional stakeholders.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 264 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/umktee-30-m.html) via the following link <https://uwe.rl.talis.com/modules/umktee-30-m.html>

Part 4: Assessment

Assessment strategy: The module will be assessed through a portfolio consisting of four elements:

Customer empathy map (1 side of A4)

Value proposition canvas (1 side of A4)

Draft business canvas (1 side of A4)

Commentary summarising and justifying the above (2000 words)

Opportunities for formative feedback will be given in workshop sessions and in mentor meetings.

The resit will match the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio (4 elements)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio (4 elements)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management [Frenchay] MSc 2025-26