



Module Specification

Enterprise Project: Business Realisation

Version: 2025-26, v1.0, Approved

Contents

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

Part 1: Information

Module title: Enterprise Project: Business Realisation

Module code: UMKTEF-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 second of two project modules. Students will develop the business concept that they formulated in the previous module into a credible and substantiated new business proposal.

Features: Not applicable

Educational aims: The module will support students in developing a credible business proposal, which identifies the operational and financial implications of

delivering the chosen business concept. Students will also learn how to undertake the research necessary to validate and support the development of a business proposal, as well as developing their skills of presentation and persuasion.

Outline syllabus: Students will learn the principles and process of developing a business

Indicative content includes:

Research methods for business planning

Business models and sustainability

Operational planning

Financial planning

Argumentation and persuasive techniques

Presentation techniques

Part 3: Teaching and learning methods

Teaching and learning methods: Student projects will be supported 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 plans 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.

The student is supported by a project mentor to build a portfolio of investor materials. The nature of these may vary according to the type of business, but they will generally include:

Market analysis

Business model

Marketing plan

Operational plan

Financial forecasts

The project mentor will provide guidance and feedback on the investor materials.

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 coherent and comprehensive business proposal

MO2 Conduct research and analyse data to support the development of a business proposal

MO3 Synthesise academic theory and data in the development and justification of a comprehensive business proposal

MO4 Demonstrate effective presentation and persuasion skills to promote the proposal to potential investors

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 287 hours

Face-to-face learning = 13 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umktef-30-m.html) via the following link <https://uwe.rl.talis.com/modules/umktef-30-m.html>

Part 4: Assessment

Assessment strategy: Investor pitch presentation (30 minutes)

The thirty-minute time limit will include a substantial time allocation for questioning by the assessors. The pitch and subsequent questioning will be based on the investor materials developed by the student throughout the module.

Formative feedback on the students business proposal and support evidence/plans will be given during workshop sessions and mentor meetings.

The resit will match the first sit.

Assessment tasks:

Presentation (First Sit)

Description: Investor pitch presentation (30 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Investor pitch presentation (30 minutes)

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