



Module Specification

Professional Development : Contemporary Enterprise and Innovation

Version: 2027-28, v1.0, Approved

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Part 1: Information

Module title: Professional Development : Contemporary Enterprise and Innovation

Module code: UMST9B-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Strategy and International Business

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 capstone module draws together strands of learning from the module and the programme more widely through an integrative, problem-based project through creating a new, or developing an existing, business.

This module module completes the “professional practice” strand for the Business and Management programme, focussing on professional development

Features: Not applicable

Educational aims: Building on the related “professional practice” modules at Levels 4 and 5, students critically evaluate their capabilities. They develop and practice new skills required to support their chosen future.

Through reflective practice, collaborative working, and the synthesis of knowledge and understanding gained throughout their university experience, they have developed the self-awareness, skills and attributes necessary to graduate with a clear and realistic exit strategy.

Students will also draw together learning from across their degree, enabling them to: Creatively synthesise multiple sources of data to form the germ of a business idea

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

Analyse, evaluate and synthesise primary and/or secondary data to support ideas for a business venture with a unique business model

Understand and apply the skills necessary to produce a comprehensive and detailed business plan

Demonstrate the presentation skills to persuasively argue the relative merits of a business plan

Outline syllabus: Students will continue to develop their professional practice through exploration of self-management and reflection, working with others, wellbeing and resilience, social development and networking and related topics. Given that this module focuses on the development of self-awareness and professional competencies, it is recognised that learning is necessarily “spiral” in nature, and so the syllabus builds on Levels 4 and 5.

The syllabus will also include ...

Introduction to the Contemporary Enterprise and Innovation module

Concept of entrepreneurship

Creating and delivering value
E- and Social Commerce
Opportunity recognition
Understanding value, demand and competitors
Business models and legal structures
Emerging technology enabled business model
Resource planning
Financial planning and sources of funding
Writing the business plan

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

The module has two strands: a professional development strand and a business development strand which both work hand in hand to ensure a holistic personal and professional development experience.

In the professional development strand students will continue develop their professional practice by working within the “Mentor Group” that was established in Level 4, meeting within 1-hour seminars every week, supported by a “Group Mentor” who will, in addition, provide Personal Tutor support to individual members of the Mentor Group.

The business development strand is located in a 'learn by doing' pedagogic approach; in this case the 'doing' is being the production of a professional-quality business plan for a new business venture or the development of a current business venture. This requires students to collect and analyse data to provide evidence to support argument. To support this there are a series of skills workshops through the academic year.

students also have a 2 hour facilitated session each week where they are supported to develop their business development concept .

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

MO1 Evaluate and apply new skills and attributes in relation to self-management, collaborative working, and the communication of own and others' ideas in complex and challenging contexts.

MO2 Evidence personal and professional development, demonstrating self-awareness and reflective evaluation of knowledge and skills developed throughout the programme to identify preferred futures.

MO3 Creatively synthesise multiple sources of data and learning from a range of different disciplines to consolidate, extend and apply knowledge to initiate and develop a business project idea .

MO4 Critically evaluate arguments and synthesise assumptions, abstract concepts and data, to make judgements to support and frame ideas for new ventures and new markets, of either a commercial or a social nature

MO5 Demonstrate an appreciation of the uncertainty, ambiguity and limits of knowledge when producing and presenting a comprehensive and detailed business plan.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umst9b-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umst9b-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Professional Practice Portfolio (40%) which builds on their Level 5 Portfolio and captures evidence of engagement in and reflection on personal and professional development during Level 6 including increasing ability to manage self and work collaboratively.

Students also undertake a final project (60%) where they develop a comprehensive and detailed business plan for a proposed new business venture or for an existing business in which they are substantially involved. Students also present their business proposition in a poster elevator pitch.

The assessment strategy draws together students learning across their programme in an action based and business relevant context as related to their programme of study.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Portfolio (First Sit)

Description: Professional development portfolio

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Final Project (First Sit)

Description: VLE submission of detailed business plan. Separate Poster Elevator

Pitch nor by VLE.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Portfolio (Resit)

Description: Professional development portfolio

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Final Project (Resit)

Description: VLE submission business plan and reflective coda

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26