



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Enterprise Project		
Module Code	UMCD9Q-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	Business and Management Cross-Disciplinary
Department	FBL Dept of Business & Management		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	Critical Business Enquiry Project 2020-21		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes.</p> <p>In addition to those aims listed in Learning Outcomes, the educational experience may explore, develop, and practise, but not formally discretely assess the following:</p> <p>Developing self-management skills.</p> <p>Resource identification and management skills.</p> <p><b>Outline Syllabus:</b> Although the project largely involves self-directed private study supported by supervision, there will be a taught unit within the module, involving lectures, lectorials and skills sessions.</p> <p>Week 1: Introduction to the Enterprise Project module</p> <p>Week 2: Demand and competitors</p> <p>Week 3: Business model and sustainability</p> <p>Week 4: Operations and partners</p> <p>Week 5: Writing the business plan</p>

## STUDENT AND ACADEMIC SERVICES

Students will have the opportunity to develop an enterprise project 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.

**Teaching and Learning Methods:** Module delivery will be based on 6 hours of scheduled learning and teaching activities per teaching week during the taught unit. This will consist of lectures, facilitated enquiry/problem based learning lectorials, 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:

The taught unit will be delivered over 5 weeks with a maximum of 6 hours contact time per week.

Lectures will be 1 hour large group taught sessions. These will be supported by two hour lectorials where students will be supported in developing the requisite knowledge and understanding.

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 up to 4 supervision sessions with a member of academic staff.

### Part 3: Assessment

This is a project module comprising two elements of assessment, the Business Plan and an individual poster presentation based on the Business Plan.

The assessment methods are chosen to provide summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes of the module. Ongoing formative feedback will be provided during supervision sessions.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	90 %	Business plan (8,000 words)
Presentation - Component A		10 %	Individual presentation
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Resubmission of business plan (8,000 words) with a reflective coda (1,000 words)

## STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Creatively synthesise multiple sources of data to form the germ of a business idea</td> <td>MO1</td> </tr> <tr> <td>Critically evaluate ideas for new ventures and new markets, of either a commercial or a social nature</td> <td>MO2</td> </tr> <tr> <td>Analyse, evaluate and synthesise primary and/or secondary data to support ideas for a business plan</td> <td>MO3</td> </tr> <tr> <td>Understand and apply the skills necessary to produce a comprehensive and detailed business plan</td> <td>MO4</td> </tr> <tr> <td>Demonstrate the presentation skills to persuasively argue the relative merits of a business plan</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Creatively synthesise multiple sources of data to form the germ of a business idea	MO1	Critically evaluate ideas for new ventures and new markets, of either a commercial or a social nature	MO2	Analyse, evaluate and synthesise primary and/or secondary data to support ideas for a business plan	MO3	Understand and apply the skills necessary to produce a comprehensive and detailed business plan	MO4	Demonstrate the presentation skills to persuasively argue the relative merits of a business plan	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/umcd9q-30-3.html">https://uwe.rl.talis.com/modules/umcd9q-30-3.html</a></p>																

<b>Part 5: Contributes Towards</b>
<p>This module contributes towards the following programmes of study:</p> <p>Business and Management {Top Up}[Jan][FT][Frenchay][1yr] BA (Hons) 2020-21</p> <p>Business and Management {Top Up}[Sep][FT][Frenchay][1yr] BA (Hons) 2020-21</p> <p>Business and Management {Top Up}[Sep][FT][INTUNI][1yr] BA (Hons) 2020-21</p> <p>Business Management with Law [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Marketing Communication Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19</p> <p>Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19</p> <p>Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2018-19</p> <p>Marketing Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p>

## STUDENT AND ACADEMIC SERVICES

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19  
Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19  
Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
Marketing Management[Jan][FT][Northshore][3yrs] - Not Running BSc (Hons) 2017-18  
Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2018-19  
Marketing{Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21  
Business Management with Marketing {Top-Up} [Sep][FT][INTUNI][1yr] BA (Hons) 2020-21  
Business Management with Marketing {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21  
Business Management with Marketing {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2020-21  
International Business Management {Top-Up} [Sep][FT][Frenchay][1yr] BA (Hons) 2020-21  
International Business Management {Top-Up} [Sep][FT][NEU][1yr] BA (Hons) 2020-21  
International Business Management {Top-Up} [Jan][FT][Frenchay][1yr] BA (Hons) 2020-21  
International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19  
International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19  
International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
International Business Management [Sep][FT][NEU][3yrs] BA (Hons) 2018-19  
International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19  
Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2018-19  
Business and Management [May][FT][Villa][3yrs] BA (Hons) 2018-19  
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Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19  
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