



## **Module Specification**

### **Enterprise Project**

Version: 2023-24, v2.0, 09 Jun 2023

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## Part 1: Information

**Module title:** Enterprise Project

**Module code:** UMCD9Q-30-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Business and Management Cross-Disciplinary

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Critical Business Enquiry Project 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

In addition to those aims listed in Learning Outcomes, the educational experience

may explore, develop, and practise, but not formally discretely assess the following:

Developing self-management skills.

Resource identification and management skills.

**Outline syllabus:** 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.

Week 1: Introduction to the Enterprise Project module

Week 2: Demand and competitors

Week 3: Business model and sustainability

Week 4: Operations and partners

Week 5: Writing the business plan

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.

### **Part 3: Teaching and learning methods**

**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.

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

**MO1** Creatively synthesise multiple sources of data to form the germ of a business idea

**MO2** Critically evaluate ideas for new ventures and new markets, of either a commercial or a social nature

**MO3** Analyse, evaluate and synthesise primary and/or secondary data to support ideas for a business plan

**MO4** Understand and apply the skills necessary to produce a comprehensive and detailed business plan

**MO5** Demonstrate the presentation skills to persuasively argue the relative merits of a business plan

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 268 hours

Face-to-face learning = 32 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcd9q-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umcd9q-30-3.html>

## **Part 4: Assessment**

**Assessment strategy:** This is a project module comprising two assessment tasks, the Business Plan (90%) and an individual poster presentation based on the Business Plan (10%)

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.

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

Description: Individual presentation

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Written Assignment (First Sit)**

Description: Business plan (8,000 words)

Weighting: 90 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Presentation (Resit)**

Description: Individual presentation

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Written Assignment (Resit)**

Description: Business Plan (8000 words)

Weighting: 90 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

## Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management with Accounting and Finance {Top-Up}[Sep][FT][Frenchay][2yrs] BA (Hons) 2022-23

Business and Management [Sep][FT][NepalBrit][3yrs] BBA (Hons) 2021-22

Business Management and Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Studies {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][FT][Frenchay][3yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business Management with Accounting and Finance {Top-Up} [Sep][SW][Frenchay][3yrs] BA (Hons) 2021-22

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Business Management with Law [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20



Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2023-24

Business and Management {Top Up} [INTUNI] BA (Hons) 2023-24

International Business Management {Top-Up} [BIBM] BA (Hons) 2023-24

International Business Management {Top-Up} [NEU] BA (Hons) 2023-24

International Business Management {Top-Up} [Villa] BA (Hons) 2023-24

Business and Human Resource Management {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2023-24

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2023-24

International Business Communication {Top-Up} [Frenchay] BA (Hons) 2023-24

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [May][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management [Sep][FT][Villa][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Split Delivery} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

International Business Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

International Business [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2020-21

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Marketing Communication Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20