



Module Specification

Enterprise Project

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Part 1: Information

Module title: Enterprise Project

Module code: UMCD9Q-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: Critical Business Enquiry Project 2024-25

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: This module aims to provide students with an opportunity to explore a new venture idea and gain the necessary skills to create a 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.

Outline syllabus: Students will be guided through the process of developing a new venture idea from idea proposal, evaluating the theoretical context, identifying and addressing the operational issues, preparing the financial plan and analysing the risks as well as communicating their ideas.

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on scheduled learning and teaching activities during the taught sessions, these may be in the form of lectures, lectorials and workshops to develop skills with tutor feedback and support .

Extensive independent learning is a necessity for this module. This study will be supported by a series supervision sessions with a member of academic staff and will be directly linked to the learning journal assessment. 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

Students will have a record keeping duty evidencing their work and acting on the feedback from their supervisors and tutors which will form part of their assessed portfolio.

These activities are designed to link together to provide a strong scaffolding for

independent study. To get the most out of them, students should participate fully and utilise all of them.

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/umcd9g-30-3.html) via the following link <https://uwe.rl.talis.com/modules/umcd9g-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment is designed to develop skills and allow the learning outcomes to be demonstrated. Students will work through the stages of the project and have the opportunity for formative feedback through discussion of their portfolio elements with their supervisor.

Assessment Task 1 is a portfolio where the students will produce a portfolio of activities leading to their final submission evidencing the work undertaken and evidencing of their acting on feedback .

Assessment Task 2 (Project) is a presentation which will summarise the key aspects of the dissertation accompanied by a 3,000 word report which will focus on the conclusions.

Task 1: Portfolio submission 60%

Task 2: Project 40% - Presentation summarising the key aspects of the dissertation and a written submission focused on the conclusions. (max 3000 words)

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio including a learning log with evidence of the work that is undertaken and how the student acted on the feedback received.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (First Sit)

Description: Presentation accompanied by a 3000 word conclusion.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5

Portfolio (Resit)

Description: Portfolio including a learning log with evidence of the work that is undertaken and how the student acted on the feedback received.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Presentation accompanied by a 3000 word conclusion.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business Management with Marketing [Villa] BA (Hons) 2022-23

Business Studies {Dual} [Aug][FT][Taylors][3yrs] - Withdrawn BA (Hons) 2022-23

Business Management and Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][SW][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons) 2021-22

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons) 2021-22

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2021-22

Business Management and Leadership [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business Management and Leadership {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

International Business [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

International Business {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

International Business {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business Management and Leadership {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business Management with Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business and Events Management {Top-Up} [Frenchay] BA (Hons) 2024-25

Business and Events Management {Top-Up} [INTUNI] BA (Hons) 2024-25

Marketing{Top-Up} [Frenchay] BA (Hons) 2024-25

Business and Management {Top Up} [INTUNI] BA (Hons) 2024-25

International Business Management {Top-Up} [BIBM] BA (Hons) 2024-25

International Business Management {Top-Up} [NEU] BA (Hons) 2024-25

International Business Management {Top-Up} [Villa] BA (Hons) 2024-25

Business and Human Resource Management {Top-Up} [Frenchay] BA (Hons) 2024-25

Business Management with Marketing {Top-Up} [Frenchay] BA (Hons) 2024-25

Business Management with Marketing {Top-Up} [INTUNI] BA (Hons) 2024-25

International Business Communication {Top-Up} [Frenchay] BA (Hons) 2024-25

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

International Business Management {Top-Up} [Frenchay] BA (Hons) 2024-25

Business and Management {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Leadership [Frenchay] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

Marketing [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business Management and Marketing [Frenchay] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management [Sep][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Management [May][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Management [Jan][SW][Villa][4yrs] BA (Hons) 2021-22

Business and Events Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21

