STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Environment		
Module Code	UFMFM7-15-3	Level	Level 6
For implementation from	2019-20		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Engineering, Design and Mathematics
Department	FET Dept of Engin Design & Mathematics		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: See Learning Outcomes.

Outline Syllabus: An introduction to the following topics:

The business model: what are the key interlocking elements that together create and deliver a value: Customer value proposition (CVP), Profit formula, Key resources, Key processes.

Development of business idea into a feasible model using lean start-up (Business Model Canvas).

Business plan and investment proposals: the role of accounting and finance in business i.e. costing (fixed and variable), breakeven point, return on investment and income statement.

The activities of operations management – establishing a perspective on the required operations strategy for the start-up.

Quality in a lean start-up: align quality with customers' expectations and cost of quality.

Corporate Social Responsibility (CSR) – what is CSR and how does it influence operations strategy; environmental sustainability, legal, ethical, social and economic dimensions of CSR.

Teaching and Learning Methods: Overview: Large group lecture supported by tutorial sessions. The tutorial sessions are designed to encourage students to engage in professional and entrepreneurial environment. Study time outside of contact hours will be spent working on the group project exercise.

Scheduled learning: The projects proceed in parallel with lectures to guide student centred learning, additional supporting material will be provided on the blackboard.
The core activity of the module is a scenario-focused study which runs through the duration of the module. The scenario is to reinforce concepts and skills as they are taught by providing an opportunity to apply them during the guided tutorials.
Students will be required to make decisions at various points as scenario develops.

The contact sessions will consist of a lecture to introduce relevant topics followed by tutorial sessions where students can have oral reflection (discussions), whether as a whole class or group within the class. discuss ideas and issues with members of the lecturing team who will provide formative feedback and ensure satisfactory progression of the activity.

Independent learning: Much of the project work will be undertaken outside the taught sessions.

Contact Hours:

Activity:
Contact: 36 hours
Assimilation and skill development: 36 hours
Project work: 78 hours
Total: 150 hours
NB Where students are engaged in this module through distance and work based learning contact will be replaced by engagement with electronic learning materials and suitable mentoring and e-learning support.

Part 3: Assessment

The module will be taught over one semester in a form of both lectures and tutorial.

The assessment has been designed to give students the opportunity to demonstrate learning in an applied setting. Students will focus on developing an enterprise and appraise how viable the business model is through a business proposal report.

Further, they will be able to use their knowledge from the module to aid their operational analysis and to provide practical recommendations/decisions that will articulate the viability of their business model. Students will have continuous feedback during tutorial session that supports the development of their entrepreneurial thinking and effective problem solving.

Formative assessment is designed to provide continous feedback that to monitor student learning, knowledge advancement and project progress. It also intended to identify students needs as a group and/or individuals.

Summative assessment consists of a group report of 4,000 words that is designed to evaluate the theoretical concepts encountered within the module and how they apply them to a real-world problem.

A transparent published method is in place for identifying students contribution to group work. This peer assessed process is moderated by the module leader.

The resit assignment would consist of 2,500 words to address a new task in a different industry from the original group assignment.

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First Sit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	Group project report (4000 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A	✓	100 %	Individual assignment (2500 words)

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes: See table below	
Contact Hours	See tables below	
Reading List	See below	

Learning Outcomes

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

Module Learning Outcomes	Reference
Show an in-depth appreciation of the main steps required for exploiting an enterprise idea or opportunity to initiate a start-up venture or a social enterprise	MO1
Show a detailed knowledge and understanding of the importance of effective management in an operation environment, including tools and techniques used to plan and improve processes	MO2
Evaluate data from multiple sources and develop an understanding of the need for different operations management approaches in different contexts	MO3
Recognise the value and potential of innovative and entrepreneurial thinking for effective problem solving	MO4
Analyse and design a viable business model	MO5

Contact Hours

Independent Study Hours:	
Independent study/self-guided study	114
Total Independent Study Hours:	114
Scheduled Learning and Teaching Hours:	
Face-to-face learning	36
Total Scheduled Learning and Teaching Hours:	36
Hours to be allocated	150
Allocated Hours	150

Reading List

The reading list for this module can be accessed via the following link:

https://uwe.rl.talis.com/modules/ufmfm7-15-3.html

Part 5: Contributes Towards
This module contributes towards the following programmes of study: