Module Specification

Business Environment

Version: 2023-24, v2.0, 27 Mar 2023

Contents

Part 1: Information

Module title: Business Environment

Module code: UFMFM7-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Engineering Design & Mathematics

Partner institutions: None

Field: Engineering, Design and Mathematics

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: Not applicable

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

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

MO1 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

MO2 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

MO3 Evaluate data from multiple sources and develop an understanding of the need for different operations management approaches in different contexts

MO4 Recognise the value and potential of innovative and entrepreneurial thinking for effective problem solving

MO5 Analyse and design a viable business model

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ufmfm7-15-3.html

Part 4: Assessment

Assessment strategy: 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 is the same as the first sit,

Resit deliverable(s) will be scaled appropriately to group size and task complexity

Assessment tasks:

Report (First Sit)

Description: Group project report (4000 words)

Weighting: 100 %

Final assessment: Yes

Group work: Yes

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

Report (Resit)

Description: Group project report (4000 words)

Resit deliverable(s) will be scaled appropriately to group size and task complexity

Weighting: 100 %

Final assessment: Yes

Group work: Yes

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Electronic and Computer Engineering [SHAPE] BEng (Hons) 2023-24

Electronic and Computer Engineering [SHAPE] BEng (Hons) 2022-23

Aerospace Engineering (Manufacturing) {Apprenticeship-UCW} [Sep][FT][UCW][5yrs] - Not Running BEng (Hons) 2020-21

Electronic Engineering (Nuclear) {Apprenticeship-UCW} {Top-Up} [MOD] - Withdrawn BEng (Hons) 2023-24

Electronic Engineering {Apprenticeship-UCW} {Top-Up} [Frenchay] BEng (Hons) 2022-23

Electronic Engineering [Sep][FT][Frenchay][4yrs] - Withdrawn MEng 2021-22

Aerospace Engineering {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering (Manufacturing) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering (Systems) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering (Design) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering (Manufacturing) {Apprenticeship-UCW} [Sep][FT][UCW][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering with Pilot Studies {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering with Pilot Studies (Systems) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering with Pilot Studies (Manufacturing) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering with Pilot Studies (Design) {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Automotive Engineering {Foundation} [Sep][FT][Frenchay][5yrs] - Not Running MEng 2020-21

Automotive Engineering {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Robotics {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Electronic Engineering {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BEng (Hons) 2020-21

Aerospace Engineering [Sep][PT][Frenchay][8yrs] MEng 2019-20

Aerospace Engineering with Pilot Studies {Foundation} [Sep][SW][Frenchay][5yrs] BEng (Hons) 2019-20

Aerospace Engineering with Pilot Studies (Design) [Sep][PT][Frenchay][6yrs] BEng (Hons) 2019-20

Aerospace Engineering with Pilot Studies [Sep][PT][Frenchay][6yrs] BEng (Hons) 2019-20

Aerospace Engineering with Pilot Studies (Manufacturing) [Sep][PT][Frenchay][6yrs] BEng (Hons) 2019-20

Aerospace Engineering with Pilot Studies (Systems) [Sep][PT][Frenchay][6yrs] BEng (Hons) 2019-20

Aerospace Engineering (Design) [Sep][PT][Frenchay][8yrs] MEng 2019-20

Aerospace Engineering (Manufacturing) [Sep][PT][Frenchay][8yrs] MEng 2019-20

Aerospace Engineering (Systems) [Sep][PT][Frenchay][8yrs] MEng 2019-20

Electronic Engineering {Apprenticeship-GLOSCOLL} [Sep][FT][GlosColl][5yrs] BEng (Hons) 2019-20

Electronic Engineering [Sep][PT][Frenchay][6yrs] BEng (Hons) 2018-19