STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Entrepreneurial Skills		
Module Code	UFCF95-15-3	Level	Level 6
For implementation from	2018-19		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Contributes towards	Information Technology [Sep][FT][Frenchay][1yr] BSc (Hons) 2018-19		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: This module is intended to stimulate interest in business innovation and product development amongst students following computing-based awards. Students will be led through the process of starting their first business, with discussions relating to technical, marketing, financial and personnel issues. **Educational Aims:** In addition to the learning outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following: Communicating with a range of stake holders, self-management and planning. **Outline Syllabus:** Topics covered include The Product or Service: Deciding on the product Competitive marketplace

The customer value proposition
Distinctive Selling Point

Practical Issues:
Building a demonstration prototype
The manufacturing process
How to subcontract

Launching your First Hi-tech Start-up:
Virtual Company Start-up Strategy
Billionaire role-models
Your moneymaking idea
Your team – Partners, Investors and Shares
Your web site

Business Planning and Fund Raising:
Branding your business
Market Research
Business Plan
Raising funds from different sources: banks, VCs, HMG, family and friends

Company Law:
Basic types of companies
Forming a Limited Liability Company
Protecting your Intellectual Property
Formal Company Law Requirements

Setting up your Office:
Electronic office
Staff recruitment and employment
Electronic Commerce

Managing your finances:
Bookkeeping
Understanding financial statements
Company taxation
Profitability, forecasting and pricing

Making your Fortune:
Marketing
Public Relations, advertising, sales
Going Global – international expansion
The exit – trade sales and going public

Teaching and Learning Methods: Students will work in groups of 4 or 5 to progressively carry out the series of steps for product and initial enterprise development. These steps will be described through lectures and seminars presented by the Module Leader or Guest Speakers, as most appropriate. The students will also be provided with a reading list for private study. The groups are expected to identify a new service or product which will then become the focus of their attention throughout this course. Groups will be encouraged and supported to take up the opportunity offered by UWE and participate in the annual BizIdea competition, or equivalent regional events. This would provide an excellent way of comparing their business proposals with a wider range of competitors and expose their ideas to keener scrutiny. In this way, the Module Leader may provide effective "coaching" to improve a group's preparation and presentation of their ideas.

Assistance will be offered in establishing a Commercial Mentor for each group. Likely recruits will come from firms who regularly offer placements to UWE students, personal contacts and the alumni.

Scheduled learning includes lectures, seminars, tutorials, and workshops.

Independent learning includes hours engaged with essential reading, assignment preparation and completion etc.

Contact time: 36 hours
Assimilation and development of knowledge: 74 hours
Exam preparation: 20 hours
Coursework preparation: 20 hours
Total study time: 150 hours

Part 3: Assessment

The assessment of this module consists of two components. In the first, students are expected to make a presentation in which they pitch their product or service to academics and professional mentors. This allows them to practice and refine presentation skills, essential to most graduates.

The second component of assessment is a portfolio of work, produced as the module progresses which documents the process undertaken during the module.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component B		75 %	Group portfolio
Presentation - Component A	✓	25 %	Presentation (20 mins)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		75 %	Written assignment (1500 words)
Presentation - Component A	✓	25 %	Presentation (20 mins)

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Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will be able to:

	Module Learning Outcomes
MO1	Appreciate and apply a range of skills required to successfully launch a hi-tech start up and/or new product or service
MO2	Develop a business model and a business action plan
MO3	Analyse market opportunities for a new hi-tech product using heterogeneous, multi-sourced data
MO4	Plan and execute a campaign to promote a new product to likely customers
MO5	Plan and organise a demonstration of a prototype for the new service or product

Contact Hours	**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/ufcf95-15-3.html