




**ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Creating a Venture				
Module Code	UMCDBQ-30-1	Level	1	Version	3
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	FBL	Field	Business and Management Cross Disciplinary		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	BA(Hons) Business (Team Entrepreneurship); BA(Hons) Sports Business and Entrepreneurship				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	n/a		
First CAP Approval Date	5 December 2012	Valid from	September 2013		
Revision CAP Approval Date	31 January 2017	Revised with effect from	September 2017		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of new venture creation, including the establishment of organisation mission, vision and values and the generation of business models. (All)</li> <li>• Understand and apply key principles of customer discovery. (A3, B1, B2)</li> <li>• Demonstrate an understanding of key metrics to measure the performance of organisations. (A1, A2, A3, B2)</li> <li>• Communicate clearly ideas and findings to a diverse audience (All)</li> <li>• Understand good governance and its impact on ethical and sustainable practice (A1, B2)</li> </ul>
Syllabus Outline	<p>This is the foundation module for the BA Business (Team Entrepreneurship) programme and will be delivered over the first nine weeks of the programme. The contact sessions on this module comprise a combination of team coaching sessions and taught input to support students in establishing their Team Companies and projects.</p> <ul style="list-style-type: none"> <li>• Students will be put into teams of c20 and each team will establish its own Team Company company in the first few weeks of the programme. The taught element will focus on providing the support and guidance required to do this and will include:</li> <li>• Setting-up a team company and agreeing key operating principles for the company</li> <li>• Principles of good governance, ethics and sustainable practice</li> <li>• Principles relating to business model generation, customer acquisition and hypothesis driven development.</li> <li>• Basics of project management</li> </ul>

	<p>The precise content of the team coaching sessions will be tailored to meet the needs of individual students and their Team Company, with a particular emphasis in this module on providing students with guidance, readings and coaching in the following areas:</p> <ul style="list-style-type: none"> <li>• Developing statements to encapsulate Mission, Vision and Values</li> <li>• Readings and guided reflections on marketing, communications and building customer relationships</li> </ul> <p>Preparation of project reports and activity logs.</p>																		
Contact Hours	<p>Formal contact hours with staff will include an intensive, 2 day programme induction; weekly 2 x 2 hour team coaching sessions, and 36 hours of teaching input to support the successful establishment of the team companies. There is an expectation that students will attend all team coaching sessions and taught input. In addition, students may have access to support from an 'Assistant Coach' – a recent graduate of a similar programme.</p> <p>Students on the programme will typically spend more time on campus, working in their team companies than would typically be the case and each team will have its own dedicated space within the 'Team Entrepreneurship' suite. At least one of the Team Coaches will typically be present during normal working hours in the suite.</p> <p>The programme is supported by the Blackboard virtual learning environment and makes extensive use of this technology to support discussion groups, share project reports, etc.</p> <p>Taken together, a student will typically receive 88 contact hours on this module.</p>																		
Teaching and Learning Methods	<p>This module includes an intensive induction and taught sessions and introduces students to the principles and practice of team coaching.</p> <p>The induction will include a range of exercises, diagnostics and activities to help students and team coaches get to know each other and the programme. Taught sessions will be highly interactive, with students applying their learning to the establishment of their team company.</p> <p>Students will undertake 'learning projects' on this module to allow them to develop their project management and report writing skills.</p> <p>The study time on this module for a typical student will be:</p> <table data-bbox="432 1397 863 1675"> <tr> <td>Team coaching</td> <td>36 hours</td> </tr> <tr> <td>Taught input (seminars)</td> <td>36 hours</td> </tr> <tr> <td>Induction programme</td> <td>16 hours</td> </tr> <tr> <td>Reading</td> <td>50 hours</td> </tr> <tr> <td>Learning projects</td> <td>40 hours</td> </tr> <tr> <td>Learning contract</td> <td>10 hours</td> </tr> <tr> <td>Company formation</td> <td>60 hours</td> </tr> <tr> <td>Reflective logs</td> <td>12 hours</td> </tr> <tr> <td>Assessment</td> <td>40 hours</td> </tr> </table> <p><b>Scheduled learning</b> on this module is through participation in team coaching sessions, the induction programme and taught seminars.</p> <p><b>Independent learning</b> includes hours engaged with essential reading, company formation, undertaking learning projects and recording learning, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below.</p>	Team coaching	36 hours	Taught input (seminars)	36 hours	Induction programme	16 hours	Reading	50 hours	Learning projects	40 hours	Learning contract	10 hours	Company formation	60 hours	Reflective logs	12 hours	Assessment	40 hours
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Key Information Sets Information	<b>Key Information Set - Module data</b>																			
	Number of credits for this module					30														
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours															
	300	72	198	30	300															
	<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="592 981 1272 1205"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td>100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		100%	Practical exam assessment percentage		0%			100%
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Reading Strategy	<p>The reading strategy on this module combines set texts and self-selected readings (from the programme reading guide) of relevance to their learning projects. Students are supported in the selection process by their Team Coach and their peers.</p> <p>The programme reading handbook provides an extensive book list across the whole programme. Updated annually to ensure currency, the programme reading handbook is available on Blackboard, as well as in hard copy. It is organised by broad topic area to improve ease of access, whilst still permitting students to select the readings of most relevance to them.</p> <p>Students will also have access to UWE's 'Up and Running' learning resource which provides valuable advice and guidance on running a business.</p>																			
Indicative Reading List	<p>Indicative readings for this module include:</p> <p>Burns, P. (2014) <i>New venture creation</i>. London: Palgrave Macmillan.  Osterwalder, A. &amp; Pigneur, Y. (2010) <i>Business model generation</i>. Hoboken, New Jersey: John Wiley and Sons.  Ries, E. (2011) <i>The lean startup</i>. London: Portfolio Penguin.</p>																			

### Part 3: Assessment

Assessment Strategy	<p>In keeping with the learning strategy for the module, the assessment strategy has been developed to encourage students to reflect deeply on their experience and their learning and to make strong connections between theory, ideas and concepts and their application in practice. Project reports will include reflections on the implications for ethics and sustainable practice of the project.</p> <p>Summative assessment of practice-led activity will require the student to work with their peers to develop agreed leading thoughts (mission, vision, values and key performance indicators) for their team company. They will also collectively report on a project undertaken by their Team Company. Students will also individually review and evaluate a project undertaken by a project team that they have participated in.</p> <p>Summative assessment will also include undertaking guided research, whereby students evidence their learning on defined topics relating to creating new ventures based on their own research and sources provided by the Module Leader. Students will also be required to evidence their understanding of the topic of new venture creation in an assessed reflective essay on the topic which draws on their practical experience and research.</p> <p>As reflective practitioners, students receive formative feedback and assessment throughout the module from, for example, the Team Coach and their peers.</p>
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Identify final assessment component and element	<b>Component B2</b>	
<b>% weighting between components A and B</b> (Standard modules only)	<b>A:</b> 60%	<b>B:</b> 40%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Team Company Leading Thoughts (Group)	25%	
2. Team Company Project Report (Group)	25%	
3. Project Reviews	50%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Research Undertaking (guided)	25%	
2. Reflection of the subject of New Venture Creation (3,000 words)	75%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Team Company Leading Thoughts (Individual commentary)	25%	
2. Team Company Project Report (Individual commentary)	25%	
3. Project Reviews	50%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. Research Undertaking (guided)	25%	
2. Reflection of the subject of New Venture Creation (3,000 words)	75%	

If a student is permitted a **RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.

**FOR OFFICE USE ONLY**

First CAP Approval Date	September 2013			
Revision CAP Approval Date	31 January 2017	Version	3	<a href="#">link to RIA</a>
			4	
			5	