



Module Specification

Developing a Venture

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Part 1: Information

Module title: Developing a Venture

Module code: UMCDBR-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Business and Management Cross-Disciplinary

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: The learning on this module is experiential and enquiry-based; is guided through team coaching (see learning and teaching methods below for fuller

explanation); and does not follow a set syllabus. Instead team coaching sessions work with experience gained on learning projects and the learning taken from readings and from reflecting on these projects. As such the precise content will be tailored to meet the needs of individual students and their team company.

To meet the learning outcomes, there will be particular emphasis in this module on providing students with guidance, readings and coaching in the following areas:

Hypothesis driven and iterative business model development

Customer development and validation.

Readings and guided reflections on managing simple projects

Part 3: Teaching and learning methods

Teaching and learning methods: Formal contact hours with staff will take the form of team coaching sessions, comprising 72 hours over the 27 week learning block (in total there will be 216 hours of team coaching across the 90 credits studied in this learning block). There is an expectation that students will attend all team coaching sessions. In addition, students will have access to support from an 'Assistant Coach' – a recent graduate of a similar programme.

Students on the programme will typically spend more time working in their team companies and projects than would typically be the case. Each team will have its own dedicated space within the 'Team Entrepreneurship Hub'. At least one of the Team Coaches will typically be present during normal working hours in the Hub.

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.

Taken together, a student will typically receive 80-88 contact hours on this module.

'Classroom' learning on this module is based around team coaching sessions, supplemented coach support and giving and receiving peer feedback. During this learning block there will be two x 3-hour team coaching sessions per week, shared with the other Level 1 modules. Students will also work with the Team Coach and their peers to develop and refine their team company and their projects.

Students will undertake team meetings and teambuilding sessions and learning projects. They will select appropriate texts that support their practice and deepen their learning from these activities. They will be guided in selecting appropriate reading material from the programme reading handbook by the Team Coach and their peers.

The study time on this module for a typical student will be:

Team coaching 72 hours

Team meetings 18 hours

Business and marketing strategy 40 hours

Project planning 18 hours

Reading 50 hours

Undertaking projects 50 hours

Learning contract 10 hours

Reflective logs 12 hours

Assessment 40 hours

Scheduled learning on this module is through participation in team coaching

sessions.

Independent learning includes hours engaged with essential reading, identifying and approaching potential clients, undertaking projects and recording learning, assignment preparation and completion etc.

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

MO1 Demonstrate an understanding of testing and adapting business model components.

MO2 Understand and apply key principles of customer validation.

MO3 Understand and apply key principles of scoping and managing projects.

MO4 Understand and apply key principles of knowledge management and the use of information technology within ventures.

MO5 Communicate with clarity, verbally and in writing, ideas and findings to a diverse audience.

MO6 Understand good governance and its impact on ethical and sustainable practice.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 188 hours

Placement = 40 hours

Face-to-face learning = 72 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/umcdbr-30-1.html) via the following link <https://uwe.rl.talis.com/modules/umcdbr-30-1.html>

Part 4: Assessment

Assessment strategy: 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.

Summative assessment of practice-led activity will require the student to work in groups to develop and deliver an “Out of the Chrysalis” consultancy report for an external client focusing on the issues of developing their venture. It will also require students to individually review and evaluate the issues involved in the development of a project that they have participated in. Students will also have to work with their peers within their Team Company to produce a report which assess and evaluates the performance of their Team Company.

Summative assessment will also include undertaking a guided research undertaking, whereby they evidence their learning on defined topics relating to the development of 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 the development of ventures in an assessed reflective essay on the topic which draws on their practical experience and research.

As reflective practitioners, students receive formative feedback and assessment throughout the module from, for example, the Team Coach, their peers and, where appropriate and available, clients.

Assessment components:

Report (First Sit)

Description: Team company project report (group)

Weighting: 15 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO5, MO6

Report (First Sit)

Description: Team company implementation report

Weighting: 15 %

Final assessment: No

Group work: Yes

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

Written Assignment (First Sit)

Description: Project reviews

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Project (First Sit)

Description: Research undertaking (guided)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment (First Sit)

Description: Reflection of subject of developing a venture

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Report (Resit)

Description: Project report (individual)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO5, MO6

Report (Resit)

Description: Team company implementation report (individual commentary)

Weighting: 15 %

Final assessment: No

Group work: No

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

Written Assignment (Resit)

Description: Project reviews

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Project (Resit)

Description: Research undertaking (guided)

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment (Resit)

Description: Reflection of the subject of developing a venture

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study: