

**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	New Venture Creation				
Module Code	UISXTX-15-2	Level	2	Version	1
Owning Faculty	Hartpury	Field	Sport Science		
Contributes towards	FdSc Animal Behaviour and Welfare FdSc Animal Science and Management FdSc Veterinary Nursing Science FdSc Equine Veterinary Nursing Science FdSc Equine Science and Management BA (Hons) Equine Business Management BA (Hons) Equine Business Management (SW) FdSc Equine Performance FdSc Equine Performance (SW) FdA Sport Business Management BA (Hons) Sports Business Management BSc (Hons) Sports Conditioning and Injury Management BSc (Hons) Sports Conditioning and Injury Management (SW) BSc (Hons) Sports Coaching FdSc Sports Coaching BSc (Hons) Sport Performance FdSc Sport Performance				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co-requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
Valid From	01 September 2014		Valid to	01 September 2020	

<b>CAP Approval Date</b>	27 March 2014
--------------------------	---------------

## Part 2: Learning and Teaching

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1 Understand the entrepreneurial environment (A).</li> <li>2 Recognise a business opportunity or useful idea (B).</li> <li>3 Systematically evaluate opportunities and/or ideas (B).</li> <li>4 Engage meaningfully with a business opportunity (A).</li> <li>5 Understand the impact of decision making on new venture creation and development (A).</li> <li>6 Understand the breadth and depth of new venture creation (B).</li> </ol> <p>In addition the module will develop and practise but not formally discretely assess the following:</p> <ol style="list-style-type: none"> <li>7 Developing self-management skills.</li> <li>8 Developing presentation skills.</li> <li>9 Working in teams.</li> </ol>								
Syllabus Outline	<ol style="list-style-type: none"> <li>1 Why study new venture creation.</li> <li>2 Idea generation.</li> <li>3 Opportunity recognition.</li> <li>4 Feasibility analysis.</li> <li>5 Business Models.</li> <li>6 Understanding industry and competitors analysis.</li> <li>7 Managing people and start-up organisations.</li> <li>8 Operations management and its strategic role within a new venture.</li> <li>9 Assessing the financial strength of new venture and sources of funding for new venture.</li> <li>10 Introduction of market research to new venture process.</li> <li>11 Examine and understand the marketing concepts for entrepreneurship.</li> <li>12 The Legal aspect of a new venture.</li> <li>13 Business ethics and entrepreneurship.</li> <li>14 Introduction to business plan.</li> </ol>								
Contact Hours/ Scheduled Hours	<p>Indicative delivery modes:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td>Lectures, guided learning, seminars etc.</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Self-directed study</td> <td style="text-align: right;">3</td> </tr> <tr> <td>Independent learning</td> <td style="text-align: right;">114</td> </tr> <tr> <td><b>TOTAL HOURS</b></td> <td style="text-align: right;"><b>150</b></td> </tr> </table>	Lectures, guided learning, seminars etc.	33	Self-directed study	3	Independent learning	114	<b>TOTAL HOURS</b>	<b>150</b>
Lectures, guided learning, seminars etc.	33								
Self-directed study	3								
Independent learning	114								
<b>TOTAL HOURS</b>	<b>150</b>								
Teaching and Learning Methods	<p>Teaching and learning methods are focused around lectures and seminars. The lectures will provide the students with a body of knowledge in understanding the various aspects involved in creating a new venture, including marketing, strategy, financial analysis and the general business environment. By the end of the module the student would have accumulated the relevant information and skills to produce a formal business plan.</p> <p>Seminars will be based around using exercises and case studies that will enable the students to engage in integrative and reflective learning. Each student will develop an integrated learning portfolio centred on each of the learning outcomes. The development of the portfolio will form the assessment component A of the module. The seminars will incorporate mentoring sessions which will provide access to one-to-one support and guidance in completing the individual learning portfolio and business report; the individual business report will form the assignment component B of the module.</p> <p>Students will be expected to engage in independent private study to source relevant materials and information that will contribute to further understanding of the key themes discussed in the lectures. The research element of the private study will help students to source information necessary for the assessment component B of the module.</p>								

The expectation is that by the end of the module, learners would have developed and understanding of the breadth and depth of new venture creation journey. This high expectation in the learning outcome is reflected in the assessment design which incorporates, practical exercises, reflective learning and mentoring modes of learning.

**Scheduled learning**

May include lectures, seminars, and tutorials.

**Independent learning**

Students are required to engage in significant independent learning activities. This may include hours engaged with essential reading, research and assignment preparation and submission.

**Virtual learning environment (VLE)**

This specification is supported by a VLE where students will be able to find all necessary module information. Direct links to information sources will also be provided from within the VLE.

**Key Information Sets Information**

Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

**Key Information Set – Module Data**

Number of credits for this module 15

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

The table below indicates as a percentage the total assessment of the module which constitutes a:

- 1 *Written Exam:* Unseen written exam, open book written exam, in-class test.
- 2 *Coursework:* Written assignment or essay, report, dissertation, portfolio, project.
- 3 *Practical Exam:* Oral Assessment and/or presentation, practical skills assessment, practical exam.

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:

Total assessment of the module:

Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy	<p><b>Core readings</b> Any essential reading will be indicated clearly, along with the method for accessing it, e.g. students may be required to purchase a set text, be given a print study pack or be referred to texts that are available electronically or in the Library. Module guides will also reflect the range of reading to be carried out.</p> <p><i>The recommended core text book for this module is:</i></p> <ul style="list-style-type: none"> <li>• Barringer, B. R., and Ireland, D. R. (Current Edition). <i>Entrepreneurship: Successfully Launching New Ventures</i>. Upper Saddle River, New Jersey: Pearson Education Inc.</li> </ul> <p><b>Further readings</b> Further reading will be required to supplement the set text and other printed readings. Students are expected to identify all other reading relevant to their chosen topic for themselves. They will be required to read widely using the library search, a variety of bibliographic and full text databases, and Internet resources. Many resources can be accessed remotely. The purpose of this further reading is to ensure students are familiar with current research, classic works and material specific to their interests from the academic literature.</p> <p><b>Access and skills</b> Formal opportunities for students to develop their library and information skills are provided within the induction period and study skills sessions. Additional support is available through online resources. This includes interactive tutorials on finding books and journals, evaluation information and referencing. Sign up workshops are also offered.</p>
Indicative Reading List	<p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms, including the module guide.</p> <p>There are a considerable number of New Venture Creation/Business Start-Up texts available which include:</p> <ul style="list-style-type: none"> <li>• David Rae (Current Edition) <i>Entrepreneurship from opportunity to action</i>. Basingstoke: Palgrave Macmillan.</li> <li>• Allen, K. R. (Current Edition) <i>Launching New Ventures: An Entrepreneurial Approach</i>. Boston, USA: Houghton Mifflin Company.</li> <li>• Timmons, J. A. &amp; Spinelli, S. (Current Edition) <i>New Venture Creation: Entrepreneurship for the 21st Century</i>. Maidenhead: McGraw–Hill International Edition.</li> <li>• Stutely, R. (Current Edition) <i>The Definitive Business Plan</i>. Harlow: FT Prentice Hall.</li> <li>• Burns, P, (Current Edition) <i>Entrepreneurship and Small Business</i>. Basingstoke: Palgrave.</li> <li>• Kirby, David A. (Current Edition) <i>Entrepreneurship</i>. Maidenhead: McGraw-Hill.</li> <li>• Wickham, P. A., (Current Edition) <i>Strategic Entrepreneurship</i>. Harlow: Prentice Hall.</li> <li>• Slack N., Chambers S., Johnston R. (Current Edition) <i>Operations Management</i>. Harlow: Prentice Hall.</li> </ul>

### Part 3: Assessment

Assessment Strategy	<p>Assessment component A – Learning Portfolio (minimum 1,200 words).</p> <p>Each student will develop an integrated learning portfolio centred on each of the learning outcomes. Students will be expected to write a reflective analysis of their learning for four of the six learning outcomes (300 words for each of the learning outcomes). They will focus on their experience of the learning journey, reflecting on what went well and what they could have done better or differently. The underpinning logic in the assessment strategy is, students will receive both summative and formative feedback that would help them in writing their individual business reports.</p> <p>Assessment component B – New Venture Report (minimum 2,000 words).</p> <p>Students will be required to prepare a new venture report. The report will be based on a chosen business idea which will provide the opportunity for students to demonstrate evidence of:</p> <ul style="list-style-type: none"> <li>• An understanding of undertaking a feasibility plan for a new venture.</li> <li>• An understanding of opportunity recognition, development and evaluation of business venturing</li> <li>• The ability to evaluate, analyse, understand and interpret the activities involved in business venturing</li> <li>• Research ability and investigative skills</li> <li>• The ability to explore market opportunities</li> <li>• An understanding a new venture finances.</li> </ul>
---------------------	---

Identify final assessment component and element	Component B – New Venture Report.
---	-----------------------------------

% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	40%	60%

#### First Sit

Component A (controlled conditions) Description of each element	Element weighting
--	-------------------

1 Learning portfolio (minimum 1,200 words)	100%
--	------

Component B Description of each element	Element weighting
--	-------------------

1 Business report (minimum 2,000 words)	100%
---	------

#### Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting
--	-------------------

1 Extended portfolio reflective commentary (minimum 1,500 words)	100%
--	------

Component B Description of each element	Element weighting
--	-------------------

1 Resubmission of the business report including separate reflective commentary on feedback incorporated into report (minimum 2,000 words)	100%
---	------

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