

### MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	New Venture Creation				
Module Code	UISXTX-15-2	Level	2	Version	2.0
Owning Faculty	Hartpury	Field	Sport Science		
Contributes towards	BA (Hons) Sports Business Management BSc (Hons) Animal Behaviour and Welfare BSc (Hons) Applied Animal Science with Therapy BSc (Hons) Applied Animal Science with Therapy (SW) BSc (Hons) Equestrian Sports Coaching BSc (Hons) Sports Coaching BSc (Hons) Sports Conditioning and Injury Management BSc (Hons) Sports Conditioning and Injury Management (SW) BSc (Hons) Sport and Exercise Nutrition BSc (Hons) Sport and Exercise Nutrition (SW) BSc (Hons) Sport and Exercise Sciences BSc (Hons) Sport and Exercise Sciences (SW) BSc (Hons) Sport Performance BSc (Hons) Strength and Conditioning BSc (Hons) Strength and Conditioning (SW) FdA Sport Business Management FdSc Sports Coaching FdSc Animal Behaviour and Welfare FdSc Animal Science and Management FdSc Equine Veterinary Nursing Science FdSc Equine Science and Management FdSc Equine Performance FdSc Equine Performance (SW) FdSc Sport Performance FdSc Veterinary Nursing Science (SW) MSci Animal Behaviour and Welfare MSci Equine Science MSci Equine Science (SW) MSci Sports Coach Development				
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	
First CAP Approval Date	27 March 2014		Valid From	01 September 2014	
Revision CAP Approval Date	V1.1- 03 February 2015 V1.2- 07 July 2016 V1.3- 28 March 2017 V2.0- 02May 2018		Revised with effect from	V1.2- 01 September 2016 V1.3- 01 September 2017 V2.0- 01 September 2018	

<b>Review Date</b>	01 September 2024
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<b>Part 2: Learning and Teaching</b>									
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1 Demonstrate an understanding of the entrepreneurial environment (A).</li> <li>2 Recognise a business opportunity or useful idea (A).</li> <li>3 Systematically evaluate opportunities and/or ideas (A).</li> <li>4 Engage meaningfully with a business opportunity (A).</li> <li>5 Demonstrate an understanding of the impact of decision making on new venture creation and development (A).</li> </ol>								
<b>Syllabus Outline</b>	<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>								
<b>Contact Hours/ Scheduled Hours</b>	<p>Indicative delivery modes:</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">Lectures, guided learning, seminars etc.</td> <td style="text-align: right;">33</td> </tr> <tr> <td style="padding-left: 20px;">Self-directed study</td> <td style="text-align: right;">3</td> </tr> <tr> <td style="padding-left: 20px;">Independent learning</td> <td style="text-align: right;">114</td> </tr> <tr> <td style="padding-left: 20px;"><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>
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<b>TOTAL HOURS</b>	<b>150</b>								
<b>Teaching and Learning Methods</b>	<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.</p> <p>Students will be expected to engage in independent and group 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 A 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	0%
Practical exam assessment percentage	100%
	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>

<b>Part 3: Assessment</b>		
<b>Assessment Strategy</b>	<p>There is a single point of assessment under controlled conditions taking the form of a new venture proposal group presentation and questions. This will allow students to work together to apply and synthesise the module components and contribute to the presentation. Students will be asked questions on all learning outcomes and will subsequently be assigned an individual mark for this assessment.</p> <p>In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each application will be considered on an individual basis taking into account learning assessment needs, For further information regarding this please refer to the VLE.</p>	
Identify final assessment component and element	Group Presentation	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	0%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1 Group Presentation (with an individual mark) (30 minutes)	100%	
<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>	
1 Individual Presentation (15 minutes)	100%	
If a student is permitted retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences. .		