



Module Specification

Business Development Plan

Version: 2023-24, v2.0, 15 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	6
Part 5: Contributes towards	8

Part 1: Information

Module title: Business Development Plan

Module code: UMCDJN-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

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 module is a combination of sound academic underpinning and practical application. It enables students to further develop knowledge

developed within the programme and bring it to bear on the development of their business or business idea.

Through independent study and their Action Research Group, and in consultation with supervisors, students will be research their business idea and its associated business risks to prepare and communicate a robust business development plan.

The business development plan is mentored by a suitably qualified supervisor.

Part 3: Teaching and learning methods

Teaching and learning methods: Formal contact hours with staff will take the form of team coaching – or “training” - sessions, comprising 15 hours over the learning block. Action Research Groups contribute a further 20 contact hours. There is an expectation that students will attend all team coaching sessions and Action Research Groups. In addition, students may have access to support from an ‘Assistant Coach’ who is a recent graduate of a similar programme.

Students on the programme will typically spend more time on campus, working in their project team and training cohort than would typically be the case and the programme will have its own dedicated space within the ‘Team Entrepreneurship’ hub. At least one of the Team Coaches will typically be present in the Hub during normal working hours.

The programme is supported by the Blackboard and Pebble virtual learning environments and makes extensive use of this technology to support discussion groups, share project reports, etc.

The MSc Innovation and Applied Entrepreneurship programme takes an integrative approach to learning and teaching. ‘Classroom’ learning on this module is based around training sessions, supplemented by coach support and giving and receiving peer feedback. Students will also work in Action Research Groups with the Team Coach and their peers to develop and refine their critical evaluation and business

development plan as projects and the module unfold.

This module is based on a live project. The ARG and team coach will provide peer and academic support. Mentoring is provided by the supervisor who will provide technical guidance relating to the content of the business development plan.

The student will participate in at least four Action Research cycles and meet with their supervisor as needed.

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

Team coaching/training sessions 15 hours

Mentoring/supervision 10 hours

Action Research Groups 20 hours

Team meetings 30 hours

Project planning 45 hours

Business research 150 hours

Reading 100 hours

Business project 100 hours

Reflective logs/critical evaluation 50 hours

Assessment 80 hours

Total 600 hours

Scheduled learning on this module includes participation in team coaching sessions,

supervision and Action Research Groups.

Independent learning includes hours engaged with essential reading, business research, peer coaching and feedback sessions, project planning sessions, undertaking projects and recording learning, assignment preparation and completion etc.

Placement learning: includes client visits, external mentoring, etc.

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

MO1 Prepare a robust and compelling business and investment plan and articulate a compelling value-proposition with relevant marketing collateral

MO2 Demonstrate a knowledge and deep understanding of key business start-up disciplines such as IP, contracts, governance, business and funding models, strategic marketing, and developing an effective management team

MO3 Present effectively showing a critical appreciation of the value of their business, including business risks, informed by relevant research

MO4 Critically explore and apply both primary and secondary research methodologies and demonstrate the ability to conduct research into complex business and management issues through research design, data collection, analysis, synthesis and produce robust conclusions.

MO5 Reflect critically on their learning from conducting the project

MO6 Evidence critical thinking and creativity: organise thoughts, analyse, synthesise and critically appraise

MO7 Communicate - with clarity - verbally and in writing, their ideas and findings to a diverse audience

MO8 Understand the ethical implications and sustainability of practice of business decisions taken

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 455 hours

Placement = 100 hours

Face-to-face learning = 45 hours

Total = 600

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umcdjn-60-m.html) via the following link <https://uwe.rl.talis.com/modules/umcdjn-60-m.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 bring them to their practice.

Action Research Groups will provide constructive challenge and formative feedback and enhance learning.

Grounded in rigorous business research, the business development plan brings together a strategy to achieve specific business goals and the key elements that will help the business to achieve these within a given timeframe. These are likely to include but are not limited to: value proposition and business model, strategic marketing plan, human resources and management structure, financial structure, sales planning, and financial and (where appropriate) investment planning.

The presentation and viva voce will assess the student's ability to organise their thinking and present their proposition clearly and effectively and to respond convincingly to constructive challenge.

The critical reflection and evaluation will demonstrate the student's ability to engage with and learn from feedback and to apply this learning in different complex contexts.

Assessment components:

Presentation (First Sit)

Description: Viva voce/presentation of business development plan

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO7, MO8

Written Assignment (First Sit)

Description: Business development plan (10,000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO7, MO8

Written Assignment (First Sit)

Description: Critical reflection and evaluation (4,000 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6, MO7, MO8

Presentation (Resit)

Description: Viva voce/presentation of business development plan

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO7, MO8

Written Assignment (Resit)

Description: Business development plan (10,000 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO7, MO8

Written Assignment (Resit)

Description: Critical reflection and evaluation (4,000 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study: