



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Business Planning and Entrepreneurship				
Module Code	UMSDKX-30-2	Level	2	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	Business and Law	Field	Strategy and International Business		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	FdA Business with Management				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	N/A		
First CAP Approval Date	1 June 2016	Valid from	September 2016		
Revision CAP Approval Date		Revised with effect from			

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"> • Critically explore and apply both primary and secondary research methodologies to a chosen business idea (Component A and B) • Demonstrate and produce robust conclusions that support a business idea (Component A and B) • Recognise and engage meaningfully with a business opportunity. (Component A and B) • Apply knowledge and skills required to produce a comprehensive business plan (Component A and B) • Understand the impact of decision making on new venture creation and development. (Component A and B) • Demonstrate the presentation skills to persuasively argue the merits of the business plan (Component A)
Syllabus Outline	<p>This project will be supported by supervision, there will be taught sessions, involving lectures and seminars, which support student centred learning.</p> <p>Writing a business plan</p> <p>Business models and sustainability</p> <p>Market analysis / market research with records to the business proposal</p> <p>The role of marketing within the business proposal</p>

	<p>Creating customer value propositions</p> <p>Pricing strategy evaluation</p> <p>Project costing and managing budgets</p> <p>Project planning and management</p> <p>Legal implications</p> <p>The role of entrepreneurship</p>								
Contact Hours	<p>Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week (x 30 weeks). This will consist of :</p> <ul style="list-style-type: none"> - 2 hour lectures for the delivery of the core syllabus and concepts, which will be supported by: - 1 hour seminars and tutorials where the students will be supported in developing the requisite knowledge and understanding. <table border="1" data-bbox="400 801 1086 931"> <thead> <tr> <th>Activity</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Scheduled contact</td> <td>90</td> </tr> <tr> <td>Self-direct study</td> <td>210</td> </tr> <tr> <td>Total study time</td> <td>300</td> </tr> </tbody> </table> <p>Each student will be allocated an individual project supervisor to provide ongoing advice and support throughout the project.</p> <p>Extensive use will be made of Blackboard (VLE) and students will also be directed to the University Library online Study Skills resources for the development of the skills appropriate to the level and module.</p>	Activity	Hours	Scheduled contact	90	Self-direct study	210	Total study time	300
Activity	Hours								
Scheduled contact	90								
Self-direct study	210								
Total study time	300								
Teaching and Learning Methods	<p>Students develop their research techniques and methodologies that support decision-taking within a business context, in both public and private sectors. This builds on skills introduced in Level 4 as well as introducing new methods of data collection and interpretation. Teaching consists of a mixture of lectures and seminars. The collection of data and its analysis and presentation is structured by the practical requirements of a business plan. Fieldwork, market research and market analysis exercises enable marketing concepts to be applied. Seminars are also used to explore, in greater depth, some of the issues raised in the lead lectures and the results of student enquiry.</p> <p>Scheduled learning includes 60 hours of lectures, and 30 hours of seminars which are delivered over 30 weeks.</p> <p>Independent learning Extensive independent learning is a requirement of this module; (210 hours). This will be supported by up to 4 supervision sessions with a member of academic staff.</p>								
Key Information Sets Information	<p>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.</p>								

Key Information Set - Module data				
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	90	210	0	300

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

Written Exam: Unseen written exam, open book written exam, In-class test

Coursework: Written assignment or essay, report, dissertation, portfolio, project

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	70%
Practical exam assessment percentage	30%
	100%

Reading Strategy

All students will be encouraged to make full use of the print and electronic resources available to them through the membership of the University, which includes a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluations skills, in order to identify such resources effectively.

Students will be directed and expected to undertake essential reading throughout the module. However, depending on specific topics, students will be required to undertake additional reading for themselves. A list of essential and indicative reading is provided below, however students are expected to recognise that this these are a starting point only and they should extend their reading as widely as is necessary to demonstrate a comprehensive understanding.

Essential reading

Barringer, B. R., and Ireland, D. R. (2015) *Entrepreneurship: Successfully Launching New Ventures*. Harlow, England. Pearson Education Inc.

Further reading – Students will be encouraged to read widely. They will be advised of additional texts that further develop knowledge and understanding of specific issues within the module. In particular, students will be required to engage in independent research and wider reading in completion of the assessment.

Suggestions for further reading:

Allen, K. R. (2015) *Launching New Ventures: An Entrepreneurial Approach*. Boston USA. Cengage Learning.

Evans, V. (2015) *Essential Guide to writing a Business Plan*. Harlow, England. Pearson Education Ltd.

Stutely, R. (2012) *The Definitive Business Plan*. FT Prentice Hall.

Timmons, J. A. & Spinelli, S. (2015) *New Venture Creation: Entrepreneurship for the 21st Century*. New York: McGraw Hill International.

Part 3: Assessment

Assessment Strategy	<p>This module comprising of two components of assessment; the Business Plan and an individual poster presentation based on the business plan.</p> <p>The assessment methods are chosen to provide summative feedback and to enable the students to demonstrate that they have achieved the learning outcomes for the module. Ongoing formative feedback will be provided during supervision sessions.</p> <p>Presentation- Show clear understanding of the merits and implications of the business plan, whilst being able to sell the business concept.</p> <p>Business Plan- Production of a robust business plan that clearly identifies a business opportunity through appropriate research, identification of target markets, development of a marketing strategy and financial implications.</p>
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	30%	70%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Presentation (15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Business Plan (3,000 words)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual Presentation (15 minutes)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Business Plan (3,000 words)	100%	

If a student is permitted a 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.