



MODULE SPECIFICATION

Part 1: Information			
Module Title	Business Planning and Entrepreneurship		
Module Code	UMSDKX-30-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	Strategy and International Business
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: 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>

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Project planning and management

Legal implications

The role of entrepreneurship

Teaching and Learning Methods: 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.

Scheduled learning includes 60 hours of lectures, and 30 hours of seminars which are delivered over 30 weeks.

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.

Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week (x 30 weeks). This will consist of:

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.

Each student will be allocated an individual project supervisor to provide ongoing advice and support throughout the project.

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.

Part 3: Assessment

This module comprising of two components of assessment; the Business Plan and an individual poster presentation based on the business Plan.

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.

Presentation- Show clear understanding of the merits and implications of the business plan, whilst being able to sell the business concept.

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.

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First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		70 %	Business plan (3,000 words)
Presentation - Component A	✓	30 %	Individual presentation (15 minutes) - online submission with audio narration
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		70 %	Business plan (3,000 words)
Presentation - Component A	✓	30 %	Individual presentation (15 minutes) - online submission with audio narration

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:																	
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umsdkx-30-2.html</p>
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Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business with Management [Sep][FT][UCW][2yrs] FdA 2019-20

Business with Management [Sep][PT][UCW][3yrs] FdA 2018-19