



## **Module Specification**

### **Business Planning and Entrepreneurship**

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

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## Part 1: Information

**Module title:** Business Planning and Entrepreneurship

**Module code:** UMSDKX-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Strategy and International Business

**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:** This project will be supported by supervision, there will be taught sessions, involving lectures and seminars, which support student centred learning.

Writing a business plan

Business models and sustainability

Market analysis / market research with records to the business proposal

The role of marketing within the business proposal

Creating customer value propositions

Pricing strategy evaluation

Project costing and managing budgets

Project planning and management

Legal implications

The role of entrepreneurship

### **Part 3: Teaching and learning methods**

**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.

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

**MO1** Critically explore and apply both primary and secondary research methodologies to a chosen business idea.

**MO2** Demonstrate and produce robust conclusions that support a business idea.

**MO3** Recognise and engage meaningfully with a business opportunity.

**MO4** Apply knowledge and skills required to produce a comprehensive business plan.

**MO5** Understand the impact of decision making on new venture creation and development.

**MO6** Demonstrate the presentation skills to persuasively argue the merits of the business plan.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 210 hours

Face-to-face learning = 90 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsdkx-30-2.html) via the following link <https://uwe.rl.talis.com/modules/umsdkx-30-2.html>

## **Part 4: Assessment**

**Assessment strategy:** 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.

**Assessment components:**

**Presentation (First Sit)**

Description: Individual presentation (15 minutes) - online submission with audio narration

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

**Written Assignment (First Sit)**

Description: Business plan (3,000 words)

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Presentation (Resit)**

Description: Individual presentation (15 minutes) - online submission with audio narration

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

**Written Assignment (Resit)**

Description: Business plan (3,000 words)

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business with Management [UCW] FdA 2022-23

Business with Management [Sep][PT][UCW][3yrs] FdA 2021-22