



Module Specification

Business Plan

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Part 1: Information

Module title: Business Plan

Module code: UMSDU9-30-3

Level: Level 6

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:

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: The module requires you to demonstrate knowledge of the core components of business planning and evidence your ability to critically engage with

multiple sources of research and relevant literature and apply the tools necessary to conduct thorough market analysis in support of a sustainable business plan.

Outline syllabus: In this optional module you will draw upon prior knowledge and key insights from the BA (Hons) Business Management with Sustainability and undertake an extended project which will see the development of a comprehensive, feasible and detailed business plan for; a proposed new business, or for an existing business in which you are substantially involved. It is anticipated that by electing to study this module there will be a clear interest in new venture creation, as a potential career path after completion of the degree.

Part 3: Teaching and learning methods

Teaching and learning methods: To enhance graduate employability the business plan can adopt a for profit, charitable, or social enterprise approach, within a specific area of interest, for example Events Management.

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

MO1 Present a well-reasoned sustainable business plan proposal supported through comprehensive market analysis.

MO2 Critically evaluate ideas for new ventures and new markets, of either a commercial or a social nature.

MO3 Analyse, evaluate and synthesise primary and/or secondary data to support ideas for a business plan.

MO4 Critically engage with relevant literature, core themes and concepts in support of the business plan.

MO5 Understand and apply the skills necessary to produce a comprehensive and detailed business plan.

MO6 Demonstrate presentation skills to persuasively pitch your 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 via the following link

<https://rl.talis.com/3/uwe/lists/8DE0EE3C-772F-D002-1580-86B1E0B14B87.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The summative assessment for this module has been devised to examine both application and knowledge of the subject as well as ability to critically evaluate the ideas presented and discussed throughout the module. Formative feedback opportunities are embedded into the module delivery, with self and peer assessment playing a pivotal role.

Formative assessment will be an informal presentation that is 10 minutes in length (with an additional 10 minutes of questioning). The presentation will effectively communicate and identify and defend clear rationale for the proposed business plan.

Sales Pitch (15 minutes and 10 minutes questions)

Adopting an appropriate format, you are required to give a 15 minutes sales pitch, to a business audience which persuasively argues the merits of your business plan. You will be expected to demonstrate comprehensive market analysis and provide evidence of ability to critically analyse, evaluate and synthesise primary and secondary data, to support the business plan. Following your sales pitch, you will have opportunity to further defend your business plan via 10 minutes of directed questioning from the panel.

Business Plan Report (6,000 words)

You are required to apply the skills necessary to produce a comprehensive and detailed business plan of no more than 6,000 words. It is anticipated that your formal Business Plan Report will be completed to a high standard and will be suitable for review by a business audience, which could potentially include investors. It is essential that you critically evaluate ideas for new ventures and new markets, of either a commercial or a social nature and that you demonstrate ability to critically analyse, evaluate and synthesise relevant research to support ideas for a business plan. The Business Plan Report must be underpinned by relevant literature, core themes and concepts.

Assessment components:**Presentation (First Sit)**

Description: Sales Pitch (15 minutes and 10 minutes questions)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6

Report (First Sit)

Description: Business Plan Report (6000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Presentation (Resit)

Description: Sales Pitch (15 minutes and 10 minutes questions)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO6

Report (Resit)

Description: Business Plan Report (6000 words)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22