

MODULE DESCRIPTOR

SECTION A: MODULE DETAILS

Module Title	Enterprise and Entrepreneurship						
Short Title	Entrepreneur						
Module Code	BM564	Date of First Approval			September 2018		
Responsible Department	Business, Law & Computing	Date of Version			September 2018		
FHEQ Level	Level 5: Diploma	Version No.			1		
Credit Value	15 Credits	Expected Length			15 weeks		
Status	Approved	Regime of Delivery			Campus Based		
Semester taught	S1 <input checked="" type="checkbox"/>	S2 <input checked="" type="checkbox"/>	S3 <input type="checkbox"/>	SB <input type="checkbox"/>	S1A <input checked="" type="checkbox"/>	S2A <input checked="" type="checkbox"/>	SBA <input type="checkbox"/>
	T1 <input type="checkbox"/>	T2 <input type="checkbox"/>	T3 <input type="checkbox"/>	T4 <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

SECTION B: MODULE DESCRIPTION

Brief Description

The aim of this module is to develop and enhance the students' entrepreneurial capabilities. Students will be encouraged to work on their existing business idea and/or embryonic enterprise.

This module provides the opportunity for students to gain an understanding of all the elements required to develop a growth sustainable business proposition in the form of a business plan, underpinned with the appropriate market research and feasibility studies to prove its viability, and then for it to be pitched to professional business advisors, bankers and accountants. The purpose of this module is to provide learning and supervised experience in a practical manner, so that students are aware how to run and manage a business and are able to launch or develop an existing business. The module develops independent practical and experiential learning. Having followed this course of study, the students should be capable of running their own concern, working within a professional business support or advice environment or managing part of a larger organisation in an entrepreneurial manner.

Indicative Content

- Markets, Business Opportunities, Ideas, Innovations : Research and Development of the target market and evaluating the market position
- Business Plans and their development
- Successful Entrepreneurs, Development of Skills and Abilities, Motivation and Determination - Further developing entrepreneurial skills (networking, negotiation, presentation and persuasion skills; project planning; market research skills)
- Resources both Tangible and Intangible - Finding and evaluating suitable sources of funding to further the business opportunity
- Finance and Legal Issues including examining appropriate intellectual property rights (IPR) in order to protect the business idea/enterprise
- Organisation, Operations Management, Planning, Monitoring and Control

SECTION C: MODULE OUTCOMES

On successful completion of the module, the student will be able to:	
1.	Evaluate the opportunities for advancing an idea so that it meets a market gap or requirement and allows the enterprise to grow into a growth sustainable business proposition
2.	Analyse the skills and resources required for developing a business, including finance and people
3.	Plan the development of a business and pitch the proposition to potential investors and/or interested stakeholders.

Key Skills Matrix		
	<i>Developed</i>	<i>Assessed</i>
Information Acquisition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Critical thinking, analysis and synthesis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Self-reflection	<input type="checkbox"/>	<input type="checkbox"/>
Communication Skills: Oral	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communication Skills: Written	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Information & Communications Technology (ICT)	<input type="checkbox"/>	<input type="checkbox"/>
Numeracy & Quantitative Skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem Solving & Decision Making	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Independent & Self-managed Learning	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working with Others	<input checked="" type="checkbox"/>	<input type="checkbox"/>

SECTION D: MODULE STRATEGY

Employability / Career Development Statement
<p>This module actively enhances student learning strategies that foster enterprising and entrepreneurial mind sets and encourage them to consider new venture creation and self-employment as valid career options.</p> <p>Generic skills will be developed such as personal development and self-efficacy, allowing them to contribute to economic growth and to society more generally; critical and independent thinking; and personal confidence, which are valued by employers and professional advisors.</p>

Learning & Teaching Strategy
<p>The learning will be focussed around the students' own enterprise activities and development. This will be encouraged through the students' participation in a variety of enterprise activities and workshops organised by the university and/or by the students' own impetus. The students will undertake primary research centred on taking an idea forward as a viable enterprise proposition. The students' entrepreneurial capabilities will be developed through experiential learning and supported by resources such as VLE, business mentors, and a variety of web resources. The learning will be driven by the students themselves and the assessment strategy has been designed to enable the students to support the launch of the business idea and further develop the business.</p> <p>The module will be delivered by tutor and student-led workshops, which will stimulate discussion and debate about how to develop a growth sustainable business. Students will be expected to undertake a feasibility study, which will require both primary and secondary research. Theoretical concepts,</p>

tools and techniques will be used in order to provide a rigorous structural underpinning. Students will be expected to apply theoretical concepts to all work.

Assessment Strategy

PR1 will be in the form of a presentation of a sustainable business plan, annotated Power Point presentation which will pitch the business proposition to a panel of business experts who will ask the potential entrepreneur questions to ascertain viability. The initial business proposal will include feasibility studies conducted and the process of business idea generation, motivation for choice of business, details of the product/service to be offered, potential market opportunities, attractiveness of the industry as well as potential risks/threats and possible solutions.

CW2 will require students to develop a business plan of the proposed business presented in coursework 1 to include full description of business, industry analysis, market potential and marketing plan, operational plan as well as financial projections to include start-up costs, proposed sources of finance and projected income statement.

SECTION E: SCHEDULED LEARNING AND TEACHING

Notional Hours	
1 Credit is equivalent to 10 notional learning hours (30 credits = 300 learning hours). All hours should be calculated based on what an individual student might be expected to receive.	
<i>Category (Please refer to QAA Guidance in completing this section)</i>	<i>Total Hours</i>
Scheduled Learning and Teaching Activities (SLTA)	
Lectures (incl. virtual and face to face contact)	
Seminars (incl. virtual and face to face contact)	45
Tutorials – per individual student (incl. virtual and face to face contact)	
Project supervision (incl. virtual and face to face contact)	
Demonstration (incl. virtual and face to face contact)	
Practical classes and workshops	
Supervised time in studio/workshop/rehearsal space	
Fieldwork, e.g. survey work, data collection	
External visits, e.g. visits to sites, museums or collections	
Sub-total: SLTA	45
PLUS Guided Independent Study (GIS)	105
PLUS Placements / Study Abroad / Work based Learning	
TOTAL (Sub-total of SLTA plus GIS, plus Placements)	150

SECTION F: ASSESSMENTS

Summative Assessment Regime				
ID	KIS Category/Activity Type & Brief Description (Please refer to: QAA Guidance in completing this section)	Learning Outcomes Assessed	Weighting % or P/F	Indicative Week No.
PR1	Practical Exam: Oral Assessment and Presentation: 10 minutes including questions	3	40%	9
CW1	Coursework: Report: 1500 words	1,2	60%	15
Module Pass Requirements: Standard Regs apply				

SECTION G: ACADEMIC RESOURCES

Key Texts
<ul style="list-style-type: none"> Barrow, C. and Brown, R. (2012) <i>The Business Plan Work Book</i>. 7th ed. London: Kogan Page Burns, P. (2010) <i>Entrepreneurship and Small Business</i>, Houndmills: Palgrave Macmillan Stokes and Wilson (2010) <i>Small Business Management & Entrepreneurship</i>. 6th ed. London: Thomson Learning
Journals (including e-Journals)
<ul style="list-style-type: none"> International Small Business Journal Journal of small business management Harvard Business Review Journal
Databases
<ul style="list-style-type: none"> ProQuest Emerald Science Direct
Websites
<ul style="list-style-type: none"> HM Treasury www.hrmc.gov.uk

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