

## MODULE DESCRIPTOR

### Module Title

Business Opportunities

Reference	BS3060	Version	2
Created	August 2021	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	30
Amended	August 2021	ECTS Points	15

### Aims of Module

To develop knowledge and skills in the principles and practice of either starting or growing an existing business encompassing key components required to compile a business plan.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Generate new business ideas and business diversification/growth opportunities.
- 2 Conduct relevant independent research and engage in business planning tasks to evaluate the feasibility of a business opportunity.
- 3 Formulate and present a written business proposal to include all components necessary from market research to financial projections.

### Indicative Module Content

Approaches to generating new business ideas and exploring business diversification options; opportunity recognition and testing; entrepreneurship and creativity; market research; marketing strategy; raising start-up finance; approaches to financing business growth; business planning; formulating a business proposal.

### Module Delivery

Students engage in directed study to prepare a business proposal. Staff act as business advisors and facilitators in the delivery of this module.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	N/A	30
Non-Contact Hours	N/A	270
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	300
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Report - a business plan for a new business idea or business diversification/growth plan for an existing business.				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	A
<b>B</b>	B
<b>C</b>	C
<b>D</b>	D
<b>E</b>	E
<b>F</b>	F
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 BURNS, P., 2016. *Entrepreneurship and small business*. 4th ed. Basingstoke: Palgrave Macmillan.
- 2 DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. London: McGraw Hill.
- 3 RAE, D., 2014. *Opportunity-centred Entrepreneurship*. Basingstoke: Palgrave Macmillan