

MODULE DESCRIPTOR

Module Title

Business Opportunities

Reference	BS3060	Version	3
Created	January 2024	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	30
Amended	March 2024	ECTS Points	15

Aims of Module

To develop knowledge and skills in the principles and practice of starting a new business encompassing key components required to compile a sustainable business plan.

Learning Outcomes for Module

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

- 1 Generate innovative new business ideas.
- 2 Conduct relevant independent research and engage in business planning tasks to evaluate the feasibility of a business opportunity.
- 3 Produce a written business proposal which is comprehensive and professional, considering the sustainability of a new business opportunity.

Indicative Module Content

Approaches to generating new business ideas; opportunity recognition and testing; entrepreneurship and creativity; market research; marketing strategy; raising start-up finance; approaches to financing business; business planning; United Nations sustainability development goals; social and ethical responsibility in business; 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:
A	A
B	B
C	C
D	D
E	E
F	F
NS	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., (2022). *Entrepreneurship and small business : start-up, growth and maturity* (5th ed.) London: Red Globe Press
- 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