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MODULE DESCRIPTOR

Module Title

New Business Project

Reference	BS3201	Version	6
Created	February 2017	SCQF Level	SCQF 9
Approved	July 2013	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To provide students with an integrating bridge between the separate areas of study and to enable them to create a viable Business Plan, allowing them to experience the need for both knowledge networking and teamworking.

Learning Outcomes for Module

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

- 1 Recognise and negotiate or resolve problems encountered by new business starts.
- 2 Formulate a Business Plan.
- 3 Evaluate a Business Plan and make a written and oral criticism of the plan.
- 4 Work effectively within a team.

Indicative Module Content

Groups of students have to identify a product or service which is within their capacity to manufacture or produce and market. Each group is required to determine the appropriate form of business unit to carry out the enterprise, and map out its operation and management. The group will also determine the capital structure required and the means of raising the finance necessary. Each group has to establish the assets to be purchased, formulate objectives, undertake market research, design the product or service and provide associated cost estimates, plan the operational aspects and methods to be employed and establish the channels of distribution and sales techniques to be used.

Module Delivery

This module is delivered through group work supported in full time mode by lectures and staff directed tutorials. In blended mode, core content is provided online and learning is consolidated at workshops. Students would be expected to work independently, undertaking market research, carrying out feasibility studies and preparing a business plan. They would be expected to display innovation, entrepreneurship and creative problem solving abilities and to work effectively as members of a team. Staff would act as consultants and facilitators in delivering this module.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	264	264
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

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

Component 1

Type:	Coursework	Weighting:	40%	Outcomes Assessed:	1, 3
Description:	Presentation - Teams are required to present to a panel summarising the ethos and contents of their business plan for a new venture.				

Component 2

Type:	Coursework	Weighting:	60%	Outcomes Assessed:	1, 2, 4
Description:	Business Plan - Venture teams are required to identify a product or service around which they can build a new business and to create a viable business plan.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The Module is assessed by two components: C1 - Presentation - 40% weighting. C2 - Business Plan - 60% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BARROW, C., BARROW, P. and BROWN, R., 2018. *The business plan workbook*. 9th ed. London: Kogan Page.
- 2 BURNS, P., 2016. *Entrepreneurship and small business*. 4th ed. London: Palgrave Macmillan Limited.
- 3 BURNS, P., 2017. *New Venture Creation: A Framework for Entrepreneurial Start-Ups*. London: Palgrave Macmillan Limited.
- 4 VAN DER DUIN, P., TROTT, P., ORTT, J.R., HARTMANN, D., and SCHOLTEN, V., 2015. *Managing technology entrepreneurship and innovation*. London: Routledge.