

## MODULE DESCRIPTOR

### Module Title

New Business Project

Reference	BS3201	Version	8
Created	August 2021	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	30
Amended	August 2021	ECTS Points	15

### Aims of Module

The aim of this module is to provide and facilitate an interlink between practical enterprise skills and theoretical frameworks of entrepreneurship enabling students to spot, evaluate and exploit business opportunities.

### Learning Outcomes for Module

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

- 1 Understand the importance of effective communication and presentation of an opportunity
- 2 Develop key enterprise skills such as creativity, innovation, resilience and teamwork
- 3 Recognise the place of entrepreneurship and innovation in the business start-up and development process
- 4 Critically evaluate new entrepreneurial business opportunities.

### Indicative Module Content

The theoretical nature of entrepreneurship; intrapreneurship; small business theory; application of theory to the development of new businesses; how entrepreneurship can enhance the business models of already existing businesses.

### Module Delivery

This module is delivered through group work supported by lectures and staff directed tutorials. Students will develop enterprise, project management and team working skills. Students are encouraged develop ideas in alignment with the United Nations sustainable development goals in order to solve real-life global challenges.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	48	N/A
Non-Contact Hours	252	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<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: 40% Outcomes Assessed: 1, 2  
 Description: Team Presentation

**Component 2**

Type: Coursework Weighting: 60% Outcomes Assessed: 3, 4  
 Description: Team Business Plan

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

The calculation of the overall grade for this module is based on 40% weighting of C1- coursework (horizontal axis) and 60% weighting of C2- coursework (vertical axis) components. An overall minimum grade D is required to pass the module.

		Coursework:						
		A	B	C	D	E	F	NS
Coursework:	A	A	A	B	B	C	E	
	B	B	B	B	C	C	E	
	C	B	C	C	C	D	E	
	D	C	C	D	D	D	E	
	E	C	D	D	E	E	E	
	F	E	E	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 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.