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MODULE DESCRIPTOR

Module Title

Creating A Business Opportunity

Reference	BS3936	Version	2
Created	February 2017	SCQF Level	SCQF 9
Approved	July 2013	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To develop knowledge and skills in the principles and practice of starting and growing a business.

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 a written business proposal.

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	N/A
Non-Contact Hours	N/A	300
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: A business proposal for a new business idea or business diversification/growth plan for an existing business.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
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., 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