

Module Title Launching A New Venture	Reference BSM2530
Keywords Enterprise, Idea Generation, Market Research, Raising Finance, Business Plan.	SCQF SCQF Level 11 SCQF Points 15 ECTS Points 7.5 Created May 2002 Approved August 2013 Amended August 2013 Version No. 6

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to course entry qualifications or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

The aim of the module is to develop an understanding of the principles, methods and practice of business venture creation.

Learning Outcomes for Module

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

Mode of Delivery

Full-time and part-time modes:
Lectures; seminars;
group discussions;
group activities;
presentation; directed reading and research;
case studies.
Distance learning mode: Individual activity worksheets;
group discussion forums; online group activities; directed reading and research;
case studies.

Assessment Plan

Learning Outcomes Assessed

1. Analyse and discuss relevant principles, methods and challenges of business venture creation.
2. Draw on knowledge acquired in learning outcome 1 to generate and critique a business idea.
3. Translate a business idea into a written business plan.
4. Explain and defend a business plan to a panel of assessors.

Indicative Module Content

Through workshops, seminars and case studies, students will be introduced to the principles, methods and challenges of business venture creation, with a specific focus being placed on the process of preparing a written business plan appropriate for presentation to a panel of potential business investors.

Individual topics covered will include: approaches to generating business ideas; raising finance; business growth strategy; networking; and business plan formats and components. In small teams, students will generate a business idea, perform the necessary background investigations to translate that idea into a written business plan, and defend their plan to a panel of assessors.

Indicative Student Workload

	Full Time	Part Time	Distance Learning
<i>Contact Hours</i>			
Lectures/Seminars/Online Discussion	40	40	20
<i>Directed Study</i>			
Directed Study	40	40	50
<i>Private Study</i>			

Component 1	1
Component 2	2,3,4

Component 2 is a Team assessment of a Business plan and business plan defence to a panel. 60% weighting.

Component 1 is an individual essay or report. 40% weighting.

Indicative Bibliography

1. BARROW, C., BARROW, P. and BROWN, R., 2021. *The business plan workbook: a step-by-step guide to creating and developing a successful business*. Author/Creator Barrow, Colin, author. . 10th ed. London: Kogan Page. ebook
2. BURNS, P., 2022. *Entrepreneurship and small business*. 5th ed. Boston: Palgrave.
3. BURNS, P., 2018. *New Venture*

Private Study

70 70 80

Creation: A
Framework for
Entrepreneurial
Start-Ups</I>.
Palgrave.