

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

## This Version is No Longer Current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
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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.