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MODULE DESCRIPTOR

Module Title

Enterprise Creation

Reference	BSM2530	Version	8
Created	April 2017	SCQF Level	SCQF 11
Approved	August 2013	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

Aims of Module

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

Learning Outcomes for Module

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

- 1 Analyse and discuss relevant principles, methods and challenges of enterprise 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 enterprise 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.

Module 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.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	40	20
Non-Contact Hours	110	130
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<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
Description:	Individual report				

Component 2

Type:	Coursework	Weighting:	60%	Outcomes Assessed:	2, 3, 4
Description:	Team business plan and plan defense				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The Module is assessed by two components: C1 - Coursework - 40% weighting. C2 - Coursework - 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 qualifications or equivalent.
Corequisites for module	None.
Precluded Modules	None.

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 Creation: A Framework for Entrepreneurial Start-Ups*. Palgrave.