

MODULE DESCRIPTOR

Module Title

Sustainable Enterprise Development

Reference	ENM262	Version	1
Created	February 2023	SCQF Level	SCQF 11
Approved	June 2023	SCQF Points	15
Amended		ECTS Points	7.5

Aims of Module

This module aims to provide students with an understanding of the considerations for delivering a United Nation Sustainable Development Goal (UNSDG) innovation within existing businesses and organisations (Intrapreneurship) or by starting a new business based on the innovation (Entrepreneurship).

Learning Outcomes for Module

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

- 1 Evaluate relationships with stakeholder groups to identify the impacts that each might have on the delivery of the selected United Nation Sustainable Development Goal (UNSDG) innovation project.
- 2 Analyse the different communication needs of stakeholder groups to support robust project delivery.
- 3 Generate a business model appropriate for Entrepreneurship or Intrapreneurship delivery of an innovation concept.
- 4 Prepare a credible and investible project plan that accommodates business and stakeholder considerations and employs critical review skills.

Indicative Module Content

Enterprise Education, Customer Discovery, Desirability, Feasibility, Viability, Pitching.

Module Delivery

This module is delivered in both blended learning full-time and online learning part-time modes. For blended learning full-time students, the module will use in-person lectures supplemented with computer labs. For online learning part-time students, the module will use online lectures supplemented with virtual computer labs. Both cohorts will engage in case study work and forum discussions.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	20	20
Non-Contact Hours	130	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:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual report.				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module assessment is a 100% coursework, an overall D grade is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	A
B	B
C	C
D	D
E	E
F	F
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	Normally a UK honours degree, or equivalent, class 2.2 or above and proficiency in English language for academic purposes (IELTS minimum score of 6.5 or equivalent)
Corequisites for module	None.
Precluded Modules	None.

ADDITIONAL NOTES

Full Time and Part Time refers to Blended Learning Full Time and Online Learning Part Time (OLPT) respectively.

INDICATIVE BIBLIOGRAPHY

- 1 BLANK, S.G.(G. and DORF, B., 2020. The startup owner's manual : The step-by-step guide for building a great company. Hoboken: John Wiley & Sons, Inc.
- 2 KAMPS, H.J., 2020. Pitch perfect : Raising capital for your startup. Berkeley, CA: APress.
- 3 OSTERWALDER, A., PIGNEUR, Y. and CLARK, T., 2010. Business model generation a handbook for visionaries, game changers, and challengers. Hoboken, N.J: John Wiley & Sons.
- 4 OSTERWALDER, A. et al., 2020. The invincible company : Business model strategies from the world's best products, services, and organizations. Hoboken: John Wiley & Sons, Inc.
- 5 RIES, E., 2011. The lean startup : How constant innovation creates radically successful businesses. London: Portfolio Penguin.
- 6 SANTOLALLA, O., 2020. Rock the tech stage : How the best speakers in tech present ideas and pitch products. Berkeley, CA: Apress.