

## 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:
<b>A</b>	A
<b>B</b>	B
<b>C</b>	C
<b>D</b>	D
<b>E</b>	E
<b>F</b>	F
<b>NS</b>	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.