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MODULE DESCRIPTOR

Module Title

Business Opportunities

Reference	BS3060	Version	2
Created	August 2021	SCQF Level	SCQF 9
Approved	July 2019	SCQF Points	30
Amended	August 2021	ECTS Points	15

Aims of Module

To develop knowledge and skills in the principles and practice of either starting or growing an existing business encompassing key components required to compile a business plan.

Learning Outcomes for Module

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

- 1 Generate new business ideas and business diversification/growth opportunities.
- 2 Conduct relevant independent research and engage in business planning tasks to evaluate the feasibility of a business opportunity.
- 3 Formulate and present a written business proposal to include all components necessary from market research to financial projections.

Indicative Module Content

Approaches to generating new business ideas and exploring business diversification options; opportunity recognition and testing; entrepreneurship and creativity; market research; marketing strategy; raising start-up finance; approaches to financing business growth; business planning; formulating a business proposal.

Module Delivery

Students engage in directed study to prepare a business proposal. Staff act as business advisors and facilitators in the delivery of this module.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	N/A	30
Non-Contact Hours	N/A	270
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	N/A	300
<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

Description: Report - a business plan for a new business idea or business diversification/growth plan for an existing business.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

Component 1 comprises 100% of the module grade. To pass the module, a D grade is required.

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	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BURNS, P., (2022). *Entrepreneurship and small business : start-up, growth and maturity* (5th ed.) London: Red Globe Press
- 2 DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. London: McGraw Hill.
- 3 RAE, D., 2014. *Opportunity-centred Entrepreneurship*. Basingstoke: Palgrave Macmillan