

## MODULE DESCRIPTOR

### Module Title

Enterprise Creation

Reference	BSM2530	Version	10
Created	August 2021	SCQF Level	SCQF 11
Approved	July 2019	SCQF Points	15
Amended	August 2021	ECTS Points	7.5

### Aims of Module

To develop a critical understanding of entrepreneurship in the context of new venture creation. Learners will apply the principles and practices of entrepreneurship and will develop, communicate and critically evaluate new business ideas using business model theory.

### Learning Outcomes for Module

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

- 1 Critically analyse and discuss relevant principles, methods and challenges of enterprise creation.
- 2 Critique business ideas utilising business model theory.
- 3 Translate a business idea into a written business plan.
- 4 Explain and defend a business plan to a panel of assessors as a team.

### 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.

### Module Delivery

On-campus: lectures; seminars; group discussions; group activities; presentation; directed reading and research; case studies. Online learning: individual activity worksheets; group discussion forums; online group activities; directed reading and research; case studies.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
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 defence				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 40% weighting of C1- Coursework (horizontal axis) and 60% weighting of C2-coursework (vertical axis) components. An overall minimum grade D is required to pass the module.

		Coursework:						NS
		A	B	C	D	E	F	
Coursework:	A	A	A	B	B	C	E	
	B	B	B	B	C	C	E	
	C	B	C	C	C	D	E	
	D	C	C	D	D	D	E	
	E	C	D	D	E	E	E	
	F	E	E	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 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.