

## MODULE DESCRIPTOR

### Module Title

Business Ideas and Opportunities

Reference	CM3704	Version	3
Created	March 2019	SCQF Level	SCQF 9
Approved	June 2017	SCQF Points	30
Amended	May 2019	ECTS Points	15

### Aims of Module

To develop creative idea generation and entrepreneurial skills to either start or grow an existing business through digital transformation.

### Learning Outcomes for Module

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

- 1 Generate a new business idea or business diversification/growth opportunity.
- 2 Design and undertake appropriate market, competition, and customer research in order to evaluate the feasibility of a proposed business initiative.
- 3 Develop a business proposal and pitch it to potential stakeholders and interested parties.
- 4 Assess the practicality of creative ideas and digital transformation within the scope of the business.

### Indicative Module Content

Key issues surrounding idea generation, innovation, creative thinking and entrepreneurship. Types of technology enterprises. Business opportunity recognition and evaluation, digital transformation and the digital business maturity model, business growth and diversification, market research, fundraising, intellectual property rights. Business planning, business proposal development and presentation.

### Module Delivery

The module is delivered in Blended Learning mode using structured online learning materials/activities and directed study, facilitated by regular online tutor support. Workplace Mentor support and work-based learning activities will allow students to contextualise this learning to their own workplace. Face-to-face engagement occurs through annual induction sessions, employer work-site visits, and modular on-campus workshops.

<b>Indicative Student Workload</b>	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	30	N/A
Placement/Work-Based Learning Experience [Notional] Hours	240	N/A
<b>TOTAL</b>	<b>300</b>	<b>N/A</b>
<i>Actual Placement hours for professional, statutory or regulatory body</i>	240	

## 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: The coursework will consist of a report outlining a business proposal.

## MODULE PERFORMANCE DESCRIPTOR

### Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

## Module Requirements

Prerequisites for Module None, in addition to course entry requirements.

Corequisites for module None.

Precluded Modules None.

## INDICATIVE BIBLIOGRAPHY

- 1 DUENING, T.N., HISRICH, R.A. and LECHTER, M.A., 2014. Technology Entrepreneurship: Taking Innovation to the Marketplace. Academic Press.
- 2 DRUCKER, P., 2014. Innovation and entrepreneurship. Routledge.
- 3 KURATKO, D.F., 2016. Entrepreneurship: Theory, process, and practice. Cengage Learning.
- 4 Bounfour, A., 2016. Digital Futures, Digital Transformation: From Lean Production to Acceluction. Cham: Springer.
- 5 Heinze, A. et al., 2016. Digital and social media marketing: A results?driven approach. London, UK: Routledge.