

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Business Planning and Enterprise Management		
<b>Module Code</b>	44-5991-00S		
<b>Level</b>	5		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 60% Coursework 40%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern: <i>Please specify</i></b>
YES	NO	YES	

### 1 MODULE AIMS

1. To familiarize students with the concept of Business Planning and its fundamental importance in the progression of business ideas from concept to implementation.
2. To engender a spirit of enterprise via a practical project that requires students to take ownership for the generation and development of enterprising business ideas to create a venture of their own. Such a venture resulting in either the creation of a Small Business or a new facility in a larger organisation for which they have responsibility
3. To enable students to evaluate the feasibility of a proposed enterprising venture in the light of Macro, Meso and Micro-environmental constraints through critical analysis using the theoretical models of the Business Planning framework.
4. To enable students to demonstrate both an understanding and competence in the practical application of theoretical tools and frameworks of analysis in the production of a fully detailed Business Plan of the level required to attract financial investment for their proposed venture.
5. To familiarize students with the problems encountered in managing growing enterprises.

## 2 **MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO**

- 1 Demonstrate an understanding of the essential principles leading to the development and growth of a successful business enterprise through business planning.
- 2 Be able to analyse primary and secondary research in order to formulate, cost and deliver a plan for establishing and developing a small business or new facility in an established business.
- 3 Describe the dynamic and complex nature of the environment in which small business operate and relate this to practical application and to theory.
- 4 Evaluate the relevant theory relating to enterprise, entrepreneurship and innovation.

## 3 **INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES**

A variety of teaching and learning methods will be adopted. These will include:

- Lectures and guided reading to introduce concepts, theoretical models and themes from the literature.
- Seminars to explore and discuss critically a range of topics related to the module structure.
- Exercises and case studies to allow students to both apply and reflect on their learning.
- There is also the possibility of that guest speakers may be invited to introduce specialist practitioner input.

### **ASSESSMENT STRATEGY AND METHODS**

<b>Task No.</b>	<b><u>TASK DESCRIPTION</u></b>	<b>SI Code</b>	<b>Task Weighting %</b>	<b>Word Count / Duration</b>	<b>In-module retrieval available</b>
1	Coursework	CW	60%	Exposition of a Business Idea with supporting evidence. 2500 - 3000	No
2	Coursework	CW	40%	Academic Essay 1500 - 2000	Yes

**NB.** At the time of producing this specification, it is envisaged that whilst most students will probably wish to centre their Business Plans upon an enterprising venture of their own choosing, it may be possible for those whose interests lie in larger firms, or even in the Public or Voluntary Sector, to work on a project for a real organisation. However, such an option will be entirely dependent upon the success of initiatives such as "The Matrix" in locating and introducing such organisations to the University.

#### **4 INDICATIVE MODULE CONTENTS / TOPICS**

- Business Planning and the Business Plan
  - Uses of the business plan.
  - Elements of the business plan
- Entrepreneurs and owner managers
  - Definitions and typologies of entrepreneurs and owner -managers.
  - Economic implications.
  - Where ideas come from.
- The Start-up process
  - Push-pull factors.
  - Models of the start-up process.
- The Legal constitution of business organisations and Legal requirements.
  - Sole Trader, Partnership, Limited Company, Cooperative
  - Business names and restrictions.
  - Licences and permits
  - Health and Safety.
- The Macro, Meso, and Micro Environments
  - PEST, Porters 5 forces, Market Research
  - Porter's Generic Strategies
  - SWOT analysis
  - The Marketing Mix, USP
  - Ansoff's Growth Matrix and strategic choices
- Resource and Process issues
  - Human Resource requirements and recruitment
  - Supply and Logistics
  - Premises, Capital Equipment, Processes, Procedures and costings

- Financial issues
  - Sources of finance.
  - Stages in growth and financial needs.
  - Internal accounting requirements.
  - VAT and Taxation
  - Cash Flow statements and Profit & Loss accounts
- The business sectors
  - Definitions based on size
  - A review of the business sector within the macro-economy (Britain and Europe). with emphasis on the small firm.
  - Trends in e.g. births and deaths, distribution by size and industrial classification.
- Growth, Success and Failure
  - Factors leading to success and failure.
  - Influence of the owner-manager.
  - Models of growth, success and failure.
- Support services for Enterprise
  - Nature of support for Enterprise and Small Businesses in Britain and Europe. Policy background.
  - Patterns of sectoral employment in the macro-economy. Employment conditions in the small firm.

### **KEY SKILLS**

The Following Key Skills are exercised in this module

1	Solving Problems	√
2	Gathering and using information	√
3	Communication	√
4	Information Technology	√
5	Working with numbers	√
6	Working with others	√
7	Reflection	√
8	Setting goals	√

### **FURTHER INFORMATION ABOUT THIS MODULE**

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN THE MODULE LEARNING SCHEME. A HARD COPY IS AVAILABLE ON REGISTERING AND AN ELECTRONIC COPY WILL BE PLACED ON BLACKBOARD.**
- **LEARNING RESOURCES WILL BE PUBLISHED ON BLACKBOARD.**

- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

**FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>
	2

**MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review