

MODULE DESCRIPTOR

MODULE TITLE	ENTERPRISE PROJECT		
MODULE CODE	MD3000 (L6)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

The aim of the module is to enable students to pursue a project within a business enterprise context through independent study.

This project module aims to allow students to take forward their prior knowledge to engage themselves in a real business context.

Students will have the opportunity to engage with networks and businesses. Students will also have the opportunity to carry out some primary research as appropriate.

This project requires students to either develop an idea, start up a business through test trading or engage in the activities of an existing business and to report, critically and analytically, on the operation of the business and their own learning experience in the process.

MODULE CONTENT

Students need to have studied some enterprise module previously as there is no specific enterprise subject input.

There will be some initial workshops on developing a project idea, formulating a proposal and carrying out research.

Once the proposals are agreed then students will work independently.

Throughout the rest of the year students will work in Action Learning sets to share and learn from their project and have 1-1 support.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Evaluate the complex procedure and activities involved in starting up or running a business.
2. Identify and critically assess the key issues that impact on starting up and/or running of a business and their context in the wider enterprise environment.
3. Plan and carry out a programme of work with limited supervision.
4. Draw conclusions and/or recommendations appropriate to the objectives of the project.
5. Effectively communicate the nature, rationale and outcomes of the project.

TEACHING METHODS

To support the student project there is an introductory talk and a series of workshops, given by the module tutor, to highlight the more general key issues and knowledge required in the preparation of a project. Students are responsible for attending these workshops, as they provide an important part of the learning process.

Students of this module will have the opportunity to develop a set of key transferrable skills including planning & organising skills, written communications skills, project management skills and analytical skills. These skills are essential to developing graduate attributes and contribute to students' personal development and employability.

This module is assessed using a project proposal and a project. At the beginning of the learning process the students work on a project proposal (1000 words) to help them think about their project idea and to ensure that they get a firm start and sense of direction.

The students will then work independently, with some 1-1 supervision, to complete their project (3,000 words), where they will be expected to work under their own initiative and to receive guidance on the development of the requisite skills and knowledge, specific to their chosen project. There will also be action learning sets amongst the group to allow for sharing, support, reflection & learning.

ASSESSMENT METHODS

This module is assessed through a project proposal, a project report and reflective learning summary.