

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	MANAGING YOUR BUSINESS		
<b>MODULE CODE</b>	MD3055 (L6)	<b>CREDIT VALUE</b>	20 UK CREDITS / <u>10 ECTS</u>
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

The module aims to provide students with an insight into the actual process of running of a small business. It is aimed at students who may be considering starting their own business or working with a small business to help it grow.

The module aims to give students a thorough understanding of the small business sector and all the areas that impact on a small business. The module will enable you to practically apply academic theories to business and understand how small business owners make decisions.

Engagement with business is a key feature of this module through case study, test trading through pop ups or working with an existing business in the profit or non-profit sector. This will allow students to gain insights to business start-up, development and on-going management.

### MODULE CONTENT

**Indicative syllabus content:**

Key content covered:

- The business environment of the 21st century.
- The role of small businesses in the economy.
- Characteristics of entrepreneurs and combining these with aims and objectives of a new business.
- Investigating the market, using market research and analysis tools, selecting and refining products and services of a new business enterprise.
- Exploring and investigating the financial aspect of business and finding the right finance for start-ups.
- Preparing and selling your business idea.
- Sources of information and professional advice.
- Employment issues.
- Taxation.
- Practical Management.
- Networking and communicating with the business community
- Reflection and learning

### INTENDED LEARNING OUTCOMES

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

1. Identify the key tasks and procedures required to start-up and run an enterprise.
2. Critically evaluate the important issues facing entrepreneurs in the process of starting up and running an enterprise.
3. Demonstrate understanding of the knowledge & skills required to support Starting Up and running an enterprise.
4. Evaluate their personal enterprise skills & capabilities demonstrated in their engagement with business through the activities of the module.

### TEACHING METHODS

The module design will not follow the more traditional lecture pattern but will be highly interactive with class participants being involved in individual and group activities which will encourage critical and creative thinking and “learning by doing” in understanding the basic rules of business – the key issues and challenges that face the entrepreneurs

In addition to the subject specific knowledge related to entrepreneurship and enterprise, students of this module will have the opportunity to develop a set of key transferrable skills including planning and organising

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skills, enterprise & entrepreneurial thinking, project management skills and communication skills. These skills are essential to developing graduate attributes and will contribute to their professional and personal development and subsequent employability.

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## **ASSESSMENT METHODS**

This module is assessed through one Individual case study & reflection and one Group activity Blog & reflection.