

MODULE DESCRIPTOR

MODULE TITLE	New Enterprise Venture Development		
MODULE CODE	MD4060 (L7)	CREDIT VALUE	10 credits / 5 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module aims to develop the students' ability to plan and conduct a team-based investigation into a live issue or problem within a host organisation in order to enhance their intervention, analytical and project management skills and their understanding of the process of using consulting methodologies to facilitate organisational change.

MODULE CONTENT

The module requires the students to work in small teams to identify, negotiate and action an analytical investigation into a 'live' issue or problem being experienced by a host organisation. To support this experiential approach to learning and development, the module will address key topics including:

- Introduction to the consulting process
- Consulting skills
- Getting In: finding and managing relationships with host organisations
- Developing the project proposal
- Getting On: gathering and making sense of data; problem-solving and the development of solutions
- Getting Out: communicating and influencing; project handover

Apart from the above, there is no set syllabus for the module as every team project will be different, although the theme is one of organisational analysis and change. Students will be guided towards any contextual knowledge required and will be expected to draw on their studies on other modules.

INTENDED LEARNING OUTCOMES

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

1. Work in a team to investigate, analyse and present an intervention in response to a brief from an unfamiliar host organisation
2. Identify and scope the business intervention adopting an appropriate methodology
3. Develop a critical and evidence-based analysis to support relevant conclusions and recommendations
4. Critically reflect upon and review the processes involved in undertaking the project from both a personal and team perspective
5. Identify and evaluate the learning gained from the project process and relate it to their future personal and professional development

TEACHING METHODS

The module is a problem-solving experience for students working in small teams to investigate a real business issue/problem/opportunity in response to a client brief. The 'live' project enables students to understand the realities and challenges of business growth and sustainability in a wider business and management context. Each student will be required to maintain a personal reflective log during their participation on this module and this will form part of their individual report.

The module is designed to develop the key post graduate attributes of project planning and implementation, communication, problem-solving and decision making, research skill, team working, reflection and personal development along with enhancing their understanding of business and management in the new business venture context. Enhancing the students employability prospects alongside the enterprise skills lies at the heart of this applied module through engagement in a 'live' project. Students will manage the relationship directly with the client and the tutor's role will be to oversee the process and receive regular updates on the status of the work

The module is assessed through a combination of group activity and individual activity

Assessment has 3 parts

Working in Groups, students will produce an outline consultancy plan of their understanding of the brief, initial research and analysis and action plan to develop a full implementation plan for the client.

The client will feedback and the group will then agree their plan with the module tutor. At the end of the intervention students will produce a detailed report and implementation plan for the client.

Then Individual report and reflective log. Working individually, students will be required to reflect on their experience on the module with a combination of an individual report with academic and business sources and a reflective log which will be updated regularly and discussed regularly with the tutor. This will enable all students to monitor and understand their involvement in the team and contribution to the client plan.

This module will encourage post graduate students to become independent learners and creative doers. Students will be encouraged to demonstrate their personal development and explore ways of enhancing their employability.

ASSESSMENT METHODS

This module is assessed through a Team consultancy plan and final report including individual reflections.