

MODULE DESCRIPTOR

MODULE TITLE	DEVELOPING BUSINESS PLANS		
MODULE CODE	MD2219 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

This module aims to allow students to develop & demonstrate enterprise capability through creative thinking & problem solving.

Students will first explore enterprise and innovation and how ideas are generated and validated. They will consider real examples and reflect on what works or not and why. They will also develop an understanding of the different components of running a business and the role of the owner.

Using an action framework students will experience the tasks and actions required for developing an idea and working through to a viable start up model.

MODULE CONTENT

Innovation, Ideas and enterprise
Creative thinking and problem solving

The key functions of starting a business

- Business, products and services
- Market and competitors
- Sales and marketing
- Operation
- Financial forecasts

The key skills and attributes required to be entrepreneurial and self-reflection against these.

Developing and evaluating business models

- Identifying market opportunity
- Generating and screening business idea
- Doing marketing research
- Forming a business – process and procedure
- Training and seeking professional advise

INTENDED LEARNING OUTCOMES

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

1. Analyse and apply the complex procedures and activities involved in starting up a business.
2. Explain the functions, structures and key elements of a business model.
3. Critically assess their own knowledge, skills and qualities in terms of entrepreneurial characteristics.
4. Outline and justify a realistic action plan for business start-up.
5. Construct a business model based on the activities carried out during the course

TEACHING METHODS

The module will be delivered through a combination of lecture and tutor-led workshops. The module 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 oneself and the complex issues related to business start-up.

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 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.

ASSESSMENT METHODS

This module is assessed through a Supported Business model with reflection & action plan and a Reflective blog.