

Module Outline

Part 1- as validated

1.	Title	Contemporary Business Proposal
2.	Level	4
3.	Credits	20
4.	Indicative Student Study Hours	200
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

5. Brief Description of Module

The aim of this practical module is to develop the skills and knowledge that are needed to start a business in today's environment.

The module starts with a review of recent start-up case studies and research into the markets they operate in. Students will also be expected to investigate the legal, and health and safety constraints that businesses face and describe actions to comply with these in their business plan. The use of contemporary digital and online resources appropriate for the start-up should also be planned for. The plan will be expected to show how the business will be sustained, contingencies if targets are not met and options for expansion. Strategies must be justified using valid and reliable research.

6. Learning Outcomes - On successful completion of this module a student will be able to:

	<i>Subject-specific learning outcomes:</i>
1.	Describe the operational and organizational aspects of small business start-up and the constraints and benefits that influence small business activity
2.	Apply cash-flow forecasts and scenarios utilizing sales mix and break-even methods
3.	Identify the value of eCommerce from a technological and business strategy viewpoint
4.	Demonstrate the ability to develop and deliver a convincing business plan within a professional setting
	<i>Generic learning outcomes:</i>
5.	Select and apply given information or tools appropriate to the context
6.	Select and apply communication formats appropriate to contexts and audiences

7. Assessment**Pass on aggregate or Pass all components**

(modules can only be pass all components if this is a PSRB requirement)

Pass on aggregate

Summary of Assessment Plan

	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Business plan	75%	No	2000	1,2,3,5	
2.	Presentation	25%	No	15 mins	4,6	

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

The presentation is a presentation of the business plan to a panel.

8. Summary of Pre and / or Co Requisite Requirements

N/A

9. For use on following programmes

BA (Hons) Business and Management