

<b>Module Title:</b>	Introduction to Business Development Management	<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Module code:</b>	BUS444	<b>Is this a new module?</b> Yes	<b>Code of module being replaced:</b>	N/A
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<b>Cost Centre(s):</b>	GAMG	<b>JACS3 code:</b>	N211
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<b>With effect from:</b>	September 17
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<b>School:</b>	Business	<b>Module Leader:</b>	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	36 hrs
Guided independent study	164 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Business Development Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
N/A

Office use only

Initial approval: February 17

APSC approval of modification: *Enter date of approval*

Version: 1

Have any derogations received LTQC approval?

Yes  No  N/A

If new module, remove previous module spec from directory?

Yes  No

**Module Aims**

1. To explore the role of Business Development Management within the modern business environment; the scope of the function and its links to other aspects of the organization.
2. To evaluate the significance of data capture and manipulation of data within the role, with particular focus on creating and building spreadsheets and databases.
3. To compare the different mechanisms for negotiation, influencing and building rapport in a professional setting, with particular attention to self-evaluation of the requisite attributes.
4. To understand the basic skills of selling.

**Intended Learning Outcomes**

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Discuss the role and purpose of Business Development within the business world	KS1	
		KS6	
		KS8	
2	Demonstrate an understanding of how to create and apply data within a Business Development role.	KS4	
		KS5	
		KS10	
3	Practically demonstrate various ways of negotiating and influencing people for the purpose of enhancing relationships.	KS1	KS7
		KS2	KS9
		KS3	
4	Demonstrate a basic appreciation of alternative sales techniques for different scenarios.	KS1	
		KS2	
		KS7	

**Derogations**

N/A

**Assessment:**

**Indicative Assessment One:**

Students will be provided with a hypothetical case study of an organisation that is aiming to grow its customer base. They will be required to develop an action plan that they would implement as the Business Development Manager within that particular organisation. They will be required to justify the actions they would take. Further they will be required to build a working spreadsheet / database based upon sample text data provided as a supplement to the plan, and explain its key features within the plan.

**Indicative Assessment Two:**

Students will be expected to undertake two role play assignments within the role of Business Development Manager for the same hypothetical organization (as Assignment 1). Each role play should last for approximately fifteen minutes. The first role play will be framed as a business networking event and the student will be required to engage in professional dialogues with real business people. The student will be observed and graded against a number of criteria. In the second role play the student will be required to conduct a sales pitch to a hypothetical customer. Again, the student will be observed and graded against a number of sales related criteria.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Case study	50%		1500 words
2	3, 4	Oral assessment - role play	50%		30 minutes

**Learning and Teaching Strategies:**

Lectures materials will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material that forms a basis for group work through practical exercises. There will be opportunities to engage in group exercises to evaluate and present case study material in class discussions.

The values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy are embedded within the module whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

**Syllabus outline:**

1. The context of Business Development today – understanding how the modern business environment works, in both local, national and international contexts.
2. Business Development as a career – what is required and what it offers.
3. Business Development in action – meeting real Business Development Managers and/or on site trips to commercial organisations.
4. The importance of data to a Business Development Manager – what form it takes, what it informs on, how it should be collected, updated and interpreted.
5. The practical building of spreadsheets and databases to present, store and manipulate data.
6. The practical skills of relationship building, including personality attributes.
7. Team-working and team-building.
8. The networking environment – how it works and how to maximise value from it.
9. The sales process – the various stages from first introduction to closing a sale and after-sales.
10. The sales environment – deciding which outcome to aim for and the mechanisms required to achieve them, including ‘plan B’ scenarios.

**Bibliography:**

**Essential reading**

Eades, K. M. (2003) *The New Solution Selling*. McGraw-Hill Education.

**Other indicative reading**

Rackham, N. (1995) *Spin-Selling*, Routledge.

Cialdini, R. (2013), *Influence: Science and Practice*. 5th ed., Harlow: Pearson.

Johnston, M. W. and Marshall, G. W. (2016), *Contemporary Selling: Building Relationships*.

**Journals**

- *Journal of Small Business and Enterprise Development*