

Module Title:	Business Sustainability and Growth	Level:	6	Credit Value:	20
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Module code:	BUS639	Is this a new module? Yes	Code of module being replaced:	N/A
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Cost Centre:	GAMG	JACS3 code:	N211
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Trimester(s) in which to be offered:	1	With effect from:	September 17
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School:	Business	Module Leader:	Anna SUNG
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Scheduled learning and teaching hours	30hrs
Guided independent study	170hrs
Placement	0hrs
Module duration (total hours)	200hrs

Programme(s) in which to be offered	Core	Option
Bsc (Hons) in Financial Technology Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BA (Hons) Retail Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BSc (Hons) Computer Game Design and Enterprise	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval February 17

APSC approval of modification *Enter date of approval*

Have any derogations received SQC approval?

Version 1

N/A

Module Aims

In today's highly competitive environment, survival is a challenge for many businesses. Beyond survival, businesses also face considerable challenges in achieving growth. Understanding the complex influences on businesses and the alternative strategy options available, is essential for the survival, competitive advantage, financial returns and growth of enterprises. This module explores the challenges, growth options and strategies of enterprises. Students will also learn how to use different business performance measures and tools to support decision making in order to achieve business growth and development.

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	
1	Understand the causes of business failure and the challenges of business survival.	KS1	
		KS3	
		KS6	
2	Discuss and critique the characteristics of the growth stages of developing a business. Critically evaluate alternative strategies and options for growth.	KS1	KS5
		KS3	KS6
		KS4	
3	Understand how different skills and approaches are required at different stages and contexts of an enterprise.	KS1	KS5
		KS3	KS6
		KS4	KS10
4	Analyse business performance. Identifying problems and identifying solutions appropriate to different situations such as; start-up, turnaround, growth, exit.	KS1	KS5
		KS3	KS6
		KS4	KS10

Derogations

N/A

Assessment:

Assessment 1 requests students to undertake a piece of research into relevant issues within business and sustainability.

Assessments 2 requests students to prepare an individual report that applies business analysis to support business growth and development. A key component of the assessment will be the interpretation and insight gained from conducting the analysis.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Essay	50%		2000
2	3,4	Report	50%		2000

Learning and Teaching Strategies:

According to the learning outcomes, lectures will allow concepts, theories and principles to be outlined. Tutorials and activity-based sessions will provide further use of real world business examples in applying relevant concepts, theories and principles into practice. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

1. Business and sustainability
2. Sustainability challenges confronting business
3. Managing sustainability
4. Business life-cycle and business growth strategies
5. Sources of finance
6. Managing business growth and capital budgeting decision
7. Business performance measurement

Bibliography:

Essential reading

Textbooks:

Burke, G., Clarke, L., Barrow, P. and Molian, D. (2008) *Growing your business: A handbook for ambitious owner-managers*, Oxon: Routledge.

Blowfield, M. (2013) *Business and Sustainability*, Oxford: Oxford University Press.

Atrill P, (2016), *Financial Management for Decision Makers*. 7th ed. Pearson Education.

Other indicative reading

Textbooks:

Burns, P. (2016) *Entrepreneurship & Small Business: Start-up, Growth and Maturity*. 4th ed. Basingstoke: Palgrave.

Kopnina, H. and Blewitt, J. (2014) *Sustainable Business: Key Issues*, Revised edition, Taylor and Francis.

Westhead, P., McElwee, G. and Wright, M. (2011) *Entrepreneurship: Perspectives and Cases*. Harlow: Pearson Education.

Chesbrough, H. (2003) *Open innovation: the new imperative for creating and profiting from technology*, Boston: Harvard Business School Press.

Journals:

International Small Business Journal

Benchmarking: An International Journal

International Journal of Productivity and Performance Management

Website:

<http://www.greatbusiness.gov.uk/businessgrowthservice/>