

MODULE SPECIFICATION PROFORMA

Module Title:	Setting Up in Business	Level:	6	Credit Value:	20
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Module code:	CMP606	Is this a new module?	Yes	Code of module being replaced:	CMP605
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Cost Centre:	GACM	JACS3 code:	B300
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Trimester(s) in which to be offered:	1	With effect from:	September 16
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School:	Social & Life Sciences	Module Leader:	Paul Battersby
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Scheduled learning and teaching hours	26 hrs
Guided independent study	174 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Acupuncture	✓	<input type="checkbox"/>
BSc (Hons) Complementary Therapies for Healthcare	✓	<input type="checkbox"/>
BSc (Hons) Rehabilitation and Injury Management	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval August 16

APSC approval of modification *Enter date of approval*

Have any derogations received SQC approval?

Version 1

Yes No ✓

Module Aims

1. To introduce the student to the different internal and external elements of a business.
2. Exploring common aims and characteristics of business and enabling the student to understand the context in which a business operates.
3. To provide the student with an understanding of issues that relate to finance and resource management.
4. Business structures, cultures and functions are identified and the political, social, economic, technological and ethical considerations affecting businesses are established.

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	Critically analyse the impact of ethics on business practice in the field of complementary and rehabilitation medicine.	KS1	KS3
		KS4	KS5
		KS6	KS8
2	Critically analyse the effects of legal and business practices in complementary therapies and rehabilitation.	KS1	KS3
		KS4	KS5
		KS6	KS8
3	Compose a 'business plan', which demonstrates analyses and planning.	KS1	KS3
		KS4	KS5
		KS6	KS10
4	Critically reflect on their entrepreneurial skills.	KS1	KS3
		KS4	KS5

		KS8	KS9
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Transferable/key skills and other attributes

Data interpretation.
Demonstrate group and teamwork.
Communication-preparing advertising materials and a writing a business plan
Demonstrate the ability to compiling & writing reports
Ethical consideration and Independent practice

Derogations

Not Applicable

Assessment:

Assessment One:

The business plan aims to explore in greater depth the potential impact of the ethical, legal and financial implications of setting up business as an independent practitioner within the field of CAM.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 to 4	Coursework	100%		5,000

Learning and Teaching Strategies:

The module will be taught through a combination of lead lectures, seminars/tutorials, utilising a variety of media (newspapers, journals, promotional material, television and Internet) to facilitate discussion.

Indicative Syllabus outline:

Personal profiling & self-assessment
 Evaluating your business idea
 Writing a business plan
 Business structures
 Business accounting requirements
 Market Research
 Market research analysis
 Effective Marketing
 The marketing cycle
 Marketing plans
 Target customers
 Business generation
 Financial planning & control
 A personal survival budget
 Start-up budget The meaning of profit
 Break even analysis
 Costing & pricing
 Sales forecasting and adjustments, cash flow forecasting and profit & loss forecasting
 Capital requirement

Bibliography:

Essential reading

Aldred, E. M. (2007), *A guide to starting your own complementary therapy practice*. London: Churchill Livingstone.

This book should be available in the University Library, Edward Llwyd Building, Main Campus

Blackwell, E. (2011), *How to prepare a business plan*, 5th ed. Great Britain. Kogan Page Limited.

This book should be available in the University Library, Edward Llwyd Building, Main Campus

Morris, M. (2011), *Starting a Successful Business*. 7th ed. Great Britain. Kogan Page Limited.

This book is available as an e-book. Please note that you will need to be logged into Athens to access it.

Other indicative reading

GOV.UK (n.d.), *Business and the self-employed* (Accessed 29th May 2015)

Roddick, A. (2005), *Business as Unusual: My Entrepreneurial Journey – Profits with Principles*. London: Anita Roddick Books.

This book should be available in the University Library, Edward Llwyd Building, Main Campus

Williams, S. (2014), *The Financial Times Guide to Business Start-Up 2010: The Only Annually Updated Guide for Entrepreneurs* (Financial Times Series), 23rd ed. Harlow: Pearson.

This book should be available in the University Library, Edward Llwyd Building, Main Campus