

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	Setting Up in Business	<b>Level:</b>	6	<b>Credit Value:</b>	20
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<b>Module code:</b>	CMP611	<b>Is this a new module?</b>	Yes	<b>Code of module being replaced:</b>	CMP606
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<b>Cost Centre:</b>	GACM	<b>JACS3 code:</b>	B300
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<b>Trimester(s) in which to be offered:</b>	1	<b>With effect from:</b>	October 18
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<b>School:</b>	Social & Life Sciences	<b>Module Leader:</b>	Neil Pritchard
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Scheduled learning and teaching hours	24 hrs
Guided independent study	176 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	200 hrs

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

<b>Pre-requisites</b>
None

Office use only

Initial approval October 2018

APSC approval of modification

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 evaluate 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 contemporary health care.

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%	N/A	2500

**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.  
 Hodson, P. (2012) *The Business of Therapy: How to Run A Successful Private Practise*, Open University Press

**Other indicative reading**

Blackwell, E. (2011), *How to prepare a business plan*, 5<sup>th</sup> ed. Great Britain. Kogan Page Limited.  
 GOV.UK (n.d.), *Business and the self-employed* (Accessed 29<sup>th</sup> May 2015)  
 Morris, M. (2011), *Starting a Successful Business*. 7<sup>th</sup> ed. Great Britain. Kogan Page Limited.  
 Roddick, A. (2005), *Business as Unusual: My Entrepreneurial Journey – Profits with Principles*. London: Anita Roddick Books.  
 Williams, S. (2014), *The Financial Times Guide to Business Start-Up 2010: The Only Annually Updated Guide for Entrepreneurs* (Financial Times Series), 23<sup>rd</sup> ed. Harlow: Pearson.