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Refer to guidance notes for completion of each section of the specification.

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| Module Code: | BUS481 |
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| Module Title: | Launching a Start-Up Business |
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| Level: | 4 | Credit Value: | 20 |
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| Cost Centre(s): | GEZY | HECoS code: | 100078 |
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|-----------------|--------------------------|-----------------------|----------------|
| Faculty: | Social and Life Sciences | Module Leader: | Gaenor Roberts |
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| Scheduled learning and teaching hours | 27 hrs |
| Placement tutor support | 0 hrs |
| Supervised learning eg practical classes, workshops | 0 hrs |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs |
| Total contact hours | 27 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 173 hrs |
| Module duration (total hours) | 200 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|--|--------------------------|-------------------------------------|
| Standalone module Affiliated to BA(Hons) Business for QAA purposes | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

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| Pre-requisites |
| None |

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| Office use only | |
| Initial approval: 08/10/2020 | Version no: 1 |
| With effect from: 08/10/2020 | |
| Date and details of revision: | Version no: |

Module Aims

This module will introduce students to some of the key skills required to launch a business by exploring the fundamentals of idea development and evaluation, business planning, marketing, pitching and creating a financial forecast.

Module Learning Outcomes - at the end of this module, students will be able to

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| 1 | Demonstrate an understanding of marketing and business planning concepts. |
| 2 | Reflect upon the skills and characteristics of an effective entrepreneur. |
| 3 | Create a three-year financial forecast in relation to launching a business. |
| 4 | Understand what determines a successful business. |
| 5 | Prepare and deliver an appropriate pitch to investors. |

| Employability Skills The Wrexham Glyndŵr Graduate | I = included in module content A = included in module assessment N/A = not applicable |
|--|--|
| <i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i> | |
| CORE ATTRIBUTES | |
| Engaged | I |
| Creative | I |
| Enterprising | A |
| Ethical | I |
| KEY ATTITUDES | |
| Commitment | I |
| Curiosity | I |
| Resilient | I |
| Confidence | I |
| Adaptability | I |
| PRACTICAL SKILLSETS | |
| Digital fluency | I |
| Organisation | I |
| Leadership and team working | I |
| Critical thinking | I |

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|--|--|
| Employability Skills The Wrexham Glyndŵr Graduate | I = included in module content A = included in module assessment N/A = not applicable |
| Emotional intelligence | I |
| Communication | I |
| Derogations | |
| None | |

| Assessment: | | | |
|---|-----------------------------|--------------------|---------------|
| Indicative Assessment Tasks: | | | |
| <p>Students will be required to submit a contribution to the final portfolio on a bi-weekly basis, the minimum expectation for the total word count of the portfolio is 2,000 words. The submissions will enable students to reflect on and demonstrate their learning, this will allow them to build the skills necessary for the final assessment which will be a 10 minute presentation.</p> | | | |
| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
| 1 | 1 to 4 | Portfolio | 75 |
| 2 | 5 | Presentation | 25 |

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| Learning and Teaching Strategies: |
| <p>This module will be delivered primarily online, with the opportunity for face to face learning if the situation allows. The learning will be accessible and wide-ranging to cater for a diverse audience. The mentorship element employed throughout the module will consolidate learning and ensure individual learning needs are met. It is anticipated that content will take the form of videos and talks, alongside directed study and reading. Students will be expected to engage with all content.</p> |

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| Syllabus outline: |
| <p>Indicative topics for this module's syllabus include:</p> <ul style="list-style-type: none"> • Developing a business idea • The fundamentals of business planning • Marketing techniques • The fundamentals of pitching • Mastering a financial forecast • Gaining business investment |

Indicative Bibliography:

Essential reading

Books

John Bessant and Joe Tidd (2015)

<https://ebookcentral.proquest.com/lib/glyndwr-ebooks/detail.action?docID=4946361&pg-origsite=primo> (available as an e-book on Resourcefinder).

Articles

Blank, S. 2013 *Why the Lean Start Up Changes Everything*. Harvard Business Review (available through Resourcefinder)

Students will also be provided with a list of relevant online articles and resources via Resourcefinder for each task which forms part of the assessment.

Other indicative reading

Books

Shelters, D., 2013. *Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit*. John Wiley and Sons (available as an e-book on Resourcefinder).

Websites

<https://www.forbes.com>

<https://www.under30ceo.com>