

Module specification

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

Module code	BUS7B37
Module title	New Venture Creation
Level	7
Credit value	15
Faculty	FSLS
Module Leader	Dr Ben Binsardi
HECoS Code	101221
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA Entrepreneurship	Core

Pre-requisites

A first degree and appropriate work experience.

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	08/09/2021
With effect from date	08/09/2021
Date and details of revision	
Version number	1

Module aims

This module aims to develop students' knowledge and understanding of the entrepreneurial process and the development of new business ventures, through the stages of business planning, survival, venture growth and exit. It also explores the key phases of start-up, from the identification of a potential opportunity, intellectual protection, identifying appropriate business and digital entrepreneurial models and financial planning.

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

1	Provide a critical insight in developing entrepreneurial skills, from either or both the entrepreneurs or employee perspective'.
2	Undertake new venture typologies and generic/digital business models and propose techniques for exploring product and service inadequacies and defining value proposition.
3	Identify appropriate techniques to manage operations and risk (of entrepreneurs) as well as design operating plans and critical paths.
4	Propose and validate a business plan as well as evaluate your entrepreneurial performance and forecasting sales turnover.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assignment 1 (Essay) (30%) (1,000 words)

Students will discuss the methods of generating new ideas for entrepreneurs discussing how entrepreneurs or employees can develop their skills and ideas further.

Assignment 2 (Report) (70%) (2,000 words)

Students will create a business plan of a new venture. Within the plan it will discuss the ventures digital business model and the critical factors needed for success. It will also discuss how the business will be managed operationally and the risks associated with it. Finally students will prepare a evaluation tool for entrepreneurial performance and a sales forecast.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Written Assignment	30
2	2, 3, 4	Written Assignment	70

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. 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.

Indicative Syllabus Outline

- Entrepreneurship and Business Ideas
- Digital Entrepreneurship and Business Ideas
- Operations Plan 1
- Operations Plan 2
- Operations Plan 3
- Operations Plan 4
- Financial Plan

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Burns, P. (2019). *New Venture Creation: A Framework for Entrepreneurial Start-ups*, Paperback Edition, London, UK, Publisher: Red Globe Press.

Other indicative reading

Kimball, D. and Lussier, R. N. (2014). *Entrepreneurial New Venture Skills*, Third Edition, London, UK, Publisher: Routledge.

Websites:

<https://www.macmillanihe.com/companion/burns-new-venture-creation/>

<https://routledgetextbooks.com/textbooks/9780415825306/>

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Communication