Module specification

**When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking on the following link:** [**Module directory**](https://www.glyndwr.ac.uk/modules/)

***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](https://www.hesa.ac.uk/innovation/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](https://wgyou.glyndwr.ac.uk/wp-content/uploads/2020/02/Glyndwr-Graduate-attributes.pdf)

**Core Attributes**

Engaged

Enterprising

Creative

Ethical

**Key Attitudes**

Commitment

Curiosity

Resilience

Confidence

Adaptability

**Practical Skillsets**

Digital Fluency

Organisation

Critical Thinking

Communication