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.

Module code	BUS6A9
Module title	Business Development for Entrepreneurs
Level	6
Credit value	30
Faculty	Glyndŵr University: Faculty of Social and Life Sciences Bloomsbury Institute: School of Business and Accounting
Module Leader	TBC
HECoS Code	100078
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Business Management	Option
BA (Hons) Business Management (Entrepreneurship)	Core
BA (Hons) Business Management [Top-up]	Option
BA (Hons) Business Management (Entrepreneurship) [Top-up]	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	44 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	**44 hrs**
Placement / work based learning	0 hrs
Guided independent study	256 hrs
Module duration (total hours)	**300 hrs**

Module aims

The module aims to provide students with a firm grasp of what makes entrepreneurs successful and will examine and identify significant entrepreneurial trends in the global environment whilst critically reviewing the characteristics of the entrepreneur. Students will learn about approaches to business development and growth in the context of entrepreneurship. They will also learn to identify risks and pitfalls that entrepreneurs have to deal with and finally to develop sustainable plans for business growth.

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

1	Discuss and critically evaluate the various organisational approaches to achieving growth.
2	Identify and evaluate opportunities to develop an organisation sustainably.
3	Analyse resource requirements and assess risks associated with developing a business.
4	Create a business growth plan.

Assessment

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.

Indicative Assessment 1: Will take the form of a portfolio (2,500 words equivalent), divided into several tasks that could take one or more of the following formats: online quizzes (30-60 minutes), reflective tasks (500-1,500 words), short presentation (5-10 minutes), written responses to given tasks (500-1,500 words).

Indicative Assessment 2: Will take the form of a report: Business Growth Plan (2,500 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Portfolio	50%
2	3, 4	Report	50%

Derogations

None

Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour seminars and 2-hour workshops.

Seminars enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

Workshops follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

Recorded lectures will be provided through the VLE to provide a broad outline structure for each topic to be covered.

Student digital literacies are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Online group-work, for planning, developing, improving, submitting and reflecting on collaborative work completed as part of the module.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

Indicative Syllabus Outline

- Approaches to business development
- Entrepreneurial risk identification and management
- Growth strategies
- Growth vs scaling up
- Skills for growth oriented entrepreneurs
- Business Growth Plans
- Social entrepreneurship – definition and impact
- Leadership in the new economies and global aspects of entrepreneurship. The vision of entrepreneurs has been a fascinating field to investigate for not only academic researchers but also practitioners. This section will explore the relationship between vision and personal aspirations of entrepreneurs and the influence of culture and beliefs.

Indicative Bibliography:

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

Essential Reads

- Sorensen, H.E. (2012) *Business development: a market oriented perspective*. Hoboken: John Wiley.

Other indicative reading

- Resources available through CMI Management Direct
- Appelo, J (2019), *Startup, Scaleup, Screwup : 42 Tools to Accelerate Lean and Agile Business Growth*, John Wiley & Sons, Incorporated, Newark.
- Sharp, S. (2009) *Competitive Intelligence Advantage: How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World*, Wiley.
- Robert D. Hisrich (2015) 3rd edition I*nternational Entrepreneurship: Starting, Developing, and Managing a Global Venture* SAGE Publications

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.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Emotional Intelligence
Communication