

Module code: MOD005249	Version: 1 Date Amended: 21/Dec/2015
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1. Module Title
Build a Business

2a. Module Leader	2b. Department	2c. Faculty
Ashley Cooke	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
3	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module covers a rational approach to setting up a competitive business and focuses on understanding opportunities, unique selling points and targeting markets in a modern society. Additionally, students will become familiar with the promoting of their business. The research portion of the module will involve electronic research and examining case studies. Throughout the module students will be required to do weekly exercises and parallel reading in support of the in-class activities. There will be both a group presentation and a final individual assessment for this module. Both are detailed below.

6b. Outline Content
Meeting the Team, Outline, Introduction and Brainstorming
What makes a business successful? Including profit and cash
Setting up your own business and basic company types
Generating the options, including make and sell
Competition and Unique Selling Points
How to market a product
Developing and growing a business
Understanding a pitch
Presentation Practice
Dragons Den – class preliminaries
Individual Assignment – outline and preparation
Dragons Den Final
All weeks are two sessions – One of Lecture and Seminar activities and the second session being a Tutor led Workshop.

6c. Key Texts/Literature

Key Text:

Dolan, R., Kennedy, R. and Moore, S., Creating, Running & Sustaining Successful Businesses, WDI Publishing (2011)

Additional Reading/Resources:

Electronic Resources associated with the textbook, Articles posted on the VLE by the Instructor.

*Last Updated:***6d. Specialist Learning Resources**

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Understand basic principles of setting up a business and how to apply those principles to a case study
2	Knowledge and Understanding	Practice analytical reading strategies and find and evaluate print and electronic source materials appropriate for business opportunity research projects
3	Knowledge and Understanding	Learn about group working skills through seminar discussion, collaborative study and presentation delivery
4	Intellectual, practical, affective and transferrable skills	Practice and refine technical skills in areas such as presentation, and the documentation of source materials and application of appropriate theory, especially in marketing and finance

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	36	1-4	3 hours weekly, delivered through lectures and tutorials (12 hours of lectures + 12 hours of tutorials), or equivalent
Other teacher managed learning	36	1-4	3 hours weekly, workshops
Student managed learning	228	1-4	228 hours during the study period of tutor led and/or individual focused study including reading, exercises, case studies and library research.
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-4	60 (%)	Fine Grade	30 (%)
Details:	GROUP PRESENTATION				
Group Presentation					
011	Coursework	1-4	40 (%)	Fine Grade	30 (%)
Details:	COURSEWORK 1500-2000 WORDS				
Final written project 1500 - 2000 words					

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment of as specified above

(b) pass any pass/fail elements