



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David
SWANSEA - ABERTAWE

UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

Certificate of Higher Education in Skills for the Workplace:

Broadening Horizons/ Changing Lives

Managing Enterprise in the 21st Century - BMSK4006

MODULE CODE:	BMSK4006
TITLE:	Managing Enterprise in the 21st Century
LEVEL:	4
CREDITS:	20

AIM(S)

- To develop students' awareness of enterprise, including self-employment and the skills required to set up a successful business.

LEARNING OUTCOMES

Upon the successful completion of this module the student should be able to demonstrate the ability to:

- examine and evaluate a business idea and design an appropriate business plan;
- apply a range of employment skills in the completion of a group project.

INDICATIVE CONTENT

- Over the course of the module students will participate in an integrated workplace project demanding a range of employment skills.
- The project will be established with due regard to its potential for future business opportunities, enabling analysis by students of issues linked to enterprise, entrepreneurship and self-employment.
- Students will consider their working practices, individual skill set and knowledge in relation to a particular employment project and its business viability; including the development of a business plan.
- External speakers with expertise in setting up companies or establishing themselves as self-employed practitioners will be invited to contribute to the delivery of this module.

LEARNING AND TEACHING STRATEGY

Lectures will introduce the students to the concepts, principles and practices. Tutorials and seminars will introduce practical examples which will be used to support the application, discussion, and critical evaluation of techniques learned. Case studies will also be used to develop understanding and application of the techniques.

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
If yes, please provide brief details (no more than 100 words): Education for sustainable development is the process of equipping students with the knowledge and understanding, skills and attributes needed to work and live in a way that safeguards environmental, social and economic wellbeing, both in the present and for future generations. This module aims to teach students to critically assess, analyse and reflect and these skills will be related to sustainability issues within the context of the workplace, as appropriate. Students will be introduced to the concept of global citizenship and how they can contribute to this when setting up a business or becoming self-employed. Students will also be encouraged to actively implement or contribute to changes that promote sustainable development within the scope of their own learning experience and study environment and effectively engage with real-life problems relevant to sustainable development.	

ASSESSMENT

Assessment Component 1 – 50%

Group Presentation 10 minutes

Students will engage in a group presentation presenting a business plan to a potential investor or senior manager. Students will be assessed individually on their specific individual contribution and an individual mark awarded, based upon their demonstrable contribution.

Assessment Component 2 – 50%

Reflective Review 2000 words

Students will reflect upon their personal skillset in relation to the development of a business idea and their suitability for self-employment.

READING LIST

Module Code	BMSK4006	
Module Title	Managing Enterprise in the 21st Century	
Classification	Reading List entry	Electronic*
Essential	Maund, A. Schriek, M. and Tinkler, P. (2017). Certificate in Higher Education: Skills for the Workplace Student Yearbook. Sage Publications	☐
Essential	Morgan, P. (2016). The Business Student's Guide to Study and Employability. Sage Publications	☐
Further	ACAS.(2016), Help and advice for employers and employees, [online] available at: http://www.acas.org	☒
Further	Adair, J.E. (2009) Effective Teambuilding: How to make a winning team. London: Pan Books	☐
Further	Alvesson, M., Willmott, H., Alvesson, P.M. and Willmott, P.H. (1996) Making sense of management: A critical introduction. 2nd edn. Thousand Oaks, CA: Sage Publications.	☐
Further	Barrow, C., Brown, R. and Clarke, L. (2001) The business enterprise handbook: A complete guide to achieving profitable growth for all entrepreneurs and SMEs. London: Kogan Page	☐
Further	Blythe, J. (2005). Essentials of marketing communications. 2nd edn. Harlow: Financial Times/ Prentice Hall.	☐
Further	Business Wales.(2016), Business Advice in Wales, [online] available at: http://businesswales.gov.wales/	☒
Further	Careers England.(2016), Careers advice in England, [online] available at: www.careersengland.org.uk	☒
Further	Careers Wales. (2016), Careers advice in Wales, [online] available at: http://www.careerswales.com	☒
Further	Hind, D. and Moss, S. (2011) Employability Skills, Business Education Publishers Ltd; 2nd ed.	☐
Further	ILM. (2016), Institute for Leadership and Management, [online] available at: https://www.i-l-m.com/	☒
Further	Johnson, G., Scholes, K., Johnson, P.G. and Scholes, P.K. (2001) Exploring corporate strategy: Text and cases. 6th edn. Harlow, England: Financial Times Prentice Hall.	☐
Further	Kotler, P., Armstrong, G., Saunders, J., Saunders, P.J. and Wong, P.V. (2001) Principles of marketing: European edition. 3rd edn. Harlow, England: Financial Times Prentice Hall.	☐
Further	Marsh, R. (2012) Skills for Employability Part One: Moving into Employment, Christal Pub.	☐
Further	Marsh, R. (2012) Skills for Employability Part One: Pre-employment, Christal Pub.	☐
Further	National Careers Service. (2016), Careers advice UK, [online] available at: https://nationalcareersservice.direct.gov.uk/Pages/Home.aspx	☒