

MODULE DIRECTORY

Certificate of Higher Education Employability Skills

LEVEL 4

BUSINESS SCHOOL

FACULTY OF MANAGEMENT AND HEALTH

2026-2027

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INTRODUCTION

This Module Directory includes all the modules for Level 4 within the CertHE Employability Skills programme in the academic year 2026-2027.

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your School/Faculty. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Faculty Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Module Code	BMSW4011
Title	Managing Enterprise
Date	08/12/2021
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To develop an 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:

- Develop a business idea and prepare and present an appropriate business plan
- Demonstrate a range of business skills and knowledge
- Evaluate own strengths and challenges when implementing the business plan

INDICATIVE CONTENT

- Entrepreneurship and self-employment.
- Working practices and individual skill set to set up a viable business.
- Key elements of a business plan e.g. ownership and control, marketing, finance, human and physical resources
- Use of online marketing
- 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.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component (Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual presentation of a written business plan with individual reflection	Individual presentation (10 minutes per individual) and 1000 word plan per individual and 500 words individual reflection	100%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	0%
Practical	100%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMSW4011	
Module Title	Managing Enterprise	
Classification	Reading List entry	Electronic*
Essential	Business Wales.(2021), Business Advice in Wales, [online] available at: http://businesswales.gov.wales/	☒
Further	ACAS.(2021), Help and advice for employers and employees, [online] available at: http://www.acas.org	☒
Further	Blythe, J. (2019). Essentials of marketing communications. 7th edn. Harlow: Financial Times/ Prentice Hall.	☐
Further	Careers Wales. (2021), Careers advice in Wales, [online] available at: http://www.careerswales.com	☒
Further	Morgan, P. (2016). The Business Student's Guide to Study and Employability. Sage Publications	☐
Further	ILM. (2021), 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. (2018) Exploring corporate strategy: Text and cases. 6th edn. Harlow, England: Financial Times Prentice Hall.	☐
Further	Kotler, P., Armstrong, G., Harris, Lloyd C, He Hongwei (2019) Principles of marketing Harlow, U,K, Pearson Education	☐
Further	Zimmerer, T.W. & Scarborough, N.M. (2017) Essentials of Entrepreneurship 6 th edition Prentice Hall New Jersey	☐

Module Code	BMSW4014
Title	Problem Solving and Innovation
Date	11/08/2023
Level	4
Credits	20
Pre-Requisites	None

AIM(S)

- To develop the concept of creativity and innovation to establish a holistic understanding of the working environment toward combating problems, and the development of resilient solutions.

LEARNING OUTCOMES

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

- identify and evaluate contemporary issues and their impact on today's environment;
- gather and interpret information to understand a problem;
- demonstrate understanding of approaches to innovation to generate solutions;
- evaluate options to make a decision.

INDICATIVE CONTENT

- The role and impact of socio-economic factors on performance, through the theoretical and practical application of Micro, through Macro and Mega Environmental analysis.
- How creativity and out-of-the-box thinking can be used to generate innovative approaches to problem-solving through theoretical and practical application.
- Using theory and analysis to develop a deeper understanding of information to build strategic approaches in theory and practice.
- The process of innovation and environmental analysis to overcome risk and add value within an organisational context.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	48	24%
Independent learning	152	76%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Written Assessment	1500 words or equivalent	50%

Assessment Component 2 (Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Group Presentation with supporting notes	5 minutes with 500 word supplementary notes	50%

Assessment Summary

Activity type	Percentage
Written exam	0
Coursework	100%
Practical	0
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMSW4014	
Module Title	Problem Solving and Innovation	
Classification	Reading List entry	Electronic*
Essential	Proctor. (2018). Creative Problem Solving for Managers : Developing Skills for Decision Making and Innovation (Fifth edition.). Routledge.	☒
Essential	Adair. (2016). Decision making and problem solving : break through barriers and banish uncertainty at work (Fourth edition.). Kogan Page.	☒
Essential	Marchau, Walker, W. E., Bloemen, P. J. T. M., & Popper, S. W. (2019). Decision Making under Deep Uncertainty: From Theory to Practice. Springer International Publishing AG.	☒
Further	McClelland. (1988). Human Motivation. https://doi.org/10.1017/CBO9781139878289	☒
Further	Glenn Llopis. (n.d.). The 4 Most Effective Ways Leaders Solve Problems. https://www.forbes.com/sites/glennllopis/2013/11/04/the-4-most-effective-ways-leaders-solve-problems/#71a341c84f97	☒
Further	Mayer. (1983). Thinking, problem solving, cognition . WH Freeman.	☒
Further	Paulus, Nijstad, B. A., & Nijstad, B. A. (2003). Group Creativity: Innovation through Collaboration (Paulus & B. A. Nijstad, Eds.). Oxford University Press. https://doi.org/10.1093/acprof:oso/9780195147308.001.0001	☒