

Module Code	LCLM4006
Title	Enterprise and Entrepreneurship
Date	29/07/2022
Level	4
Credits	20
Pre-Requisites	

AIM(S)

- To develop the student's 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:

- Identify and evaluate a business idea;
- Design an appropriate business plan.

INDICATIVE CONTENT

- The Entrepreneurial Process
- The Business Planning Process
- Opportunity Recognition
- Defining your customers
- Developing a sustainable Business Model
- Industry and Competitor Analysis
- Raising Finance - loans, grants, crowd funding, share options and angels
- Building a Founding team
- Reality Check on your concept
- Entrepreneurial Marketing.

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 1

(Tick one)

☐ Written exam

☒ Coursework

☐ Practical

Mode of assessment	Volume	Weighting
Written business plan	1500 words	50%

Assessment Component 2

(Tick one)

☐ Written exam

☐ Coursework

☒ Practical

Mode of assessment	Volume	Weighting
Pitch to a panel.	5-10 minutes per student	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	50%
Practical	50%
TOTAL	100%

INDICATIVE READING LIST

Module Code	LCLM4006	
Module Title	Enterprise and Entrepreneurship	
Classification	Reading List entry	Electronic*
Essential	Barrow, C., Barrow, P. and Brown, R. (2012) <i>The business plan workbook</i> . 7th ed. London: Kogan Page. Available at: https://librarysearch.uwtsd.ac.uk/discovery/fulldisplay?docid=alma99100107807502421&context=L&vid=44WHELP_UWTSD:44WHELP_UWTSD_VU1&lang=en&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&isFrbr=true&tab=Everything&query=any,contains,writing%20a%20business%20plan&facet=tlevel,include,online_resources&offset=0	☒
Essential	Blackburn, R.A., De Clercq, D. and Heinonen, J. (2017) <i>The Sage handbook of small business and entrepreneurship</i> . First edition. Edited by R.A. Blackburn, D. De Clercq, and J. Heinonen. Thousand Oaks, CA: SAGE Publications. Available at: https://librarysearch.uwtsd.ac.uk/discovery/fulldisplay?docid=alma99100371744502421&context=L&vid=44WHELP_UWTSD:44WHELP_UWTSD_VU1&lang=en&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&isFrbr=true&tab=Everything&query=any,contains,writing%20a%20business%20plan&facet=tlevel,include,online_resources&offset=0	☒

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Further	Careers England. (2022) 'Careers advice in England' [Online] Available at : www.careersengland.org.uk	☒
Further	Princess trust (2022) 'Business Plans' [Website] Available at: https://www.princes-trust.org.uk/help-for-young-people/tools-resources/business-tools/business-plans	☒