



Module Descriptor

Definitive Document

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| Module Code | BSNH02 |
| Version | 1.2 |
| Module Title | Business Reality |
| Credits | 20 |
| Valid From | 01/09/18 - 31/08/24 |
| Status | Validated |
| Subject Board | BSN |
| HECoS Code | |
| Academic Level (FHEQ) | 6 |
| Study Period | A |
| Prerequisites and co-requisites | N/A |
| Not available to students taking/having taken | N/A |

Content (Indicative)

Students will put theory into practice either through setting up and running their own business for the Semester or undertaking a placement with an employer, content will include:

- The rationale for and process of business planning.
- Formulation of an individual business plan either for own idea or placement provider.
- Pitch their own idea or an idea for the placement provider.

Teaching and Learning Experience

- Blended Learning
- Seminars
- Hack-a-thon
- Work Based Learning
- Business Start-up
- Guided Independent Study

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Summarise the rationale for and process of business planning.
2. Produce a viable business plan for their own business or a placement provider.
3. Evaluate growth opportunities for their own business or a placement provider.
4. Produce a business pitch for their own business or a placement provider.

Assessment

| Assessment task | Load | Weighting | Learning Outcomes assessed |
|-----------------|-----------------------------------|-----------|----------------------------|
| Business Plan | up to 3,500 words (or equivalent) | 70% | 1, 2, 3 |
| Pitch | up to 1,500 words (or equivalent) | 30% | 3, 4 |

Indicative reading (APA 7th edition referenced)

Books (up to 12)

- Allen, K. R. (2011). *New Venture Creation* (6th ed.). International edition. South-Western Cengage Learning.
- Barringer, B. R. (2015). *Preparing effective business plans: An entrepreneurial approach* (2nd ed.). Pearson Education. (Available as ebook)
- Barringer, B. R., & Ireland, R. D. (2010). *Entrepreneurship: Successfully launching new ventures* (3rd ed.). Pearson Education.
- Bryman, A. (2015). *Business research methods*. Oxford University Press.
- Burns, P. (2010). *Entrepreneurship and small business* (3rd ed.). Palgrave Macmillan.
- Burns, P. (2014). *New venture creation: A framework for entrepreneurial start-ups*. Palgrave Macmillan.
- Fisher, C. M., Lovell, A., & Valero-Silva, N. (2013). *Business ethics and values: Individual, corporate and international perspectives*.
- Reis, E. (2011). *The lean start up*. Crown Business Books.
- Timmons, J. A., & Spinelli, S. (2009). *New venture creation – Entrepreneurship for the 21st Century* (8th ed.). McGraw-Hill/Irwin.
- Valentin, E. K. (2015). *Business planning & market strategy*. Sage Publications.

Journals

Entrepreneurship Theory and Practice
International Journal of Entrepreneurial Behaviour and Research
International Small Business Journal
Journal of Business Venturing
Journal of Small Business and Enterprise Development
Journal of Small Business Management

Websites

Business Model Canvas – www.strategyzer.com/canvas/business-model-canvas?url=canvas/bmc
Forbes
LinkedIn
www.theleanstartup.com/