



Module Descriptor Definitive Document

Module Code	BSNH02
Version	1.2
Module Title	Business Reality
Credits	20
Academic Level (FHEQ)	6
Study Period	A
Prerequisites and co-requisites	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.

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Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
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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/