

Module Descriptor Definitive Document

Module Code	BSNH52
Version	1
Module Title	Business Reality
Credits	20
Valid From	January 2025
Status	Validated
Subject Board	BSN
HECoS Code	100097
Academic Level (FHEQ)	6
Study Period	A
Prerequisites and co-requisites	N/A
Not available to students taking/having taken	N/A

Content (Indicative)

During this module 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.
- Reflecting on the cumulative experience on planning and executing the business plan.

Teaching and Learning Experience

- 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. Plan and produce a viable business strategy for their own business or project provider.
2. Critically evaluate growth opportunities for their own business or project provider.
3. Critically reflect on knowledge, skills, and experiences gained, evaluating strengths, weaknesses and areas for future development.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Business Plan	70%	1, 2
Reflective Portfolio	30%	3

Indicative reading

Books

- Ashton, R. (2010). *How to be a social entrepreneur, make money and change the world*. Capstone Publishing Ltd.
- Barringer, B. R. (2015). *Preparing effective business plans: An entrepreneurial approach* (2nd ed.). Pearson Education.
- Barringer, B. R., & Ireland, R. D. (2010). *Entrepreneurship: Successfully launching new ventures*. (3rd ed.). Pearson Education.
- Bessant, J., & Tidd, J. (2011). *Innovation and entrepreneurship* (2nd ed.). John Wiley & Sons Ltd.
- Burns, P. (2016). *Entrepreneurship and small business* (4th ed.). Palgrave Macmillan.
- Burns, P. (2018). *New venture creation: A framework for entrepreneurial start-ups*. (2nd Ed.) Macmillan Education UK.
- 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/