Institution: Circus Space/Conservatoire for Dance and Drama  
Awarding Institution: University of Kent, Canterbury  
Module Title: The Business Plan  
Module Code: CA403  
FHEQ Level: 7  
Credits: 10  
Mode(s) of delivery: Full-time  
Start date: 06/09/10

Aims of the Module
The aim of this module is to provide experience to students in the development of Business Plans as a support document for aspects of their professional career. It also strives to encourage students to create and to develop projects that will be implemented once they have finished the course and therefore insuring another pathway into the profession of professional circus artist.

Intended Learning Outcomes
On successful completion, you will be able to:
- **D14** – Demonstrate effective time-management skills consistent with post-graduate level work.
- **D16** – Understand the importance of an approach to life-long learning and the ability to undertake appropriate further training of a professional or equivalent nature.
- **D17** – Apply ability to communicate effectively in a variety of professional contexts, with the ability to communicate information to both specialist and non-specialist audiences.
- **D19** – Implement knowledge in the use of information technology; internet, e-mail, word-processing and spreadsheet software as well as tools specific to their specific professional needs.
- **D20** – Demonstrate the ability to collaborate with others through the exercise of initiative and personal responsibility.

Indicative Module Content
Courses in the use of word-processing software, and spreadsheet software will be provided. Practical sessions in the development of Business Plans, provisional budgets, cash-flow, etc…

Mentors will be provided to insure feedback on draft documents

Indicative Student Workload

<table>
<thead>
<tr>
<th>Group seminar sessions</th>
<th>20</th>
<th>Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Requirements</td>
<td>1250</td>
<td>Words</td>
</tr>
<tr>
<td>Student Research Work</td>
<td>100</td>
<td>Hrs</td>
</tr>
<tr>
<td>Mentor feedback</td>
<td>10</td>
<td>Hrs</td>
</tr>
</tbody>
</table>

Assessment Plan

<table>
<thead>
<tr>
<th>Method of assessment</th>
<th>Wordage/ hourage</th>
<th>ILOs assessed</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessment of Business Plan</td>
<td>50hrs</td>
<td>All listed</td>
<td>50</td>
</tr>
<tr>
<td>Assessment of</td>
<td>1250</td>
<td>All</td>
<td>50</td>
</tr>
</tbody>
</table>
Minimum Attendance requirement is 80%.

**Retrieval**

In the event of a “Fail” for this module, the student will be permitted to resubmit the business plan on one further occasion within the same academic year. Retrievals will be capped at the pass mark (40) and be ineligible for consideration for the Deutsche Bank Pyramid Award Scheme.

There is one opportunity for retrieval.

**Indicative Core Bibliography**

- Tiffany, P., Peterson, S., Barrow, C., Business Plans for Dummies, Chichester: John Wiley & Sons, 2004

**Additional Notes**

After the initial group sessions aimed at providing students with the IT knowledge necessary for the development and elaboration of a business plan, student projects are assigned to members of the Direction of Circus Space as well as members of the Circus Space Board of Trustees.

These individuals mentor students through the process and the projects with top marks are shortlisted for consideration for The Deutsche Bank Award for Circus Arts. The winner is awarded £10,000 and a mentor from Deutsche Bank for one year in order to implement the Business Plan.