1. KentVision Code and title of the module

BUSN7420: Creating Your Own Enterprise

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 6

## The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Autumn

## Prerequisite and co-requisite modules and/or any module restrictions

Prerequisite BUSN3710 Marketing Principles

## The course(s) of study to which the module contributes

Compulsory to the following courses:

BSc (Hons) Business & Management and associated courses

## The intended subject specific learning outcomes.On successfully completing the module students will be able to:

8.1 Demonstrate a systematic understanding of the financial processes relevant to a new business venture and/or enterprise.

8.2 Apply a critical understanding of the legal implications of developing a new business.

8.3 Demonstrate through the production of a Business Plan/Presentation the understanding of the planning processes for implementing the proposed venture and/or enterprise.

8.4 Apply established marketing processes relevant to a new business venture and/or enterprise.

## The intended generic learning outcomes.On successfully completing the module students will be able to:

9.1 Co-operate with others in the acquisition and application of useful information.

9.2 Communicate information, ideas, problems and solutions effectively using appropriate media to both specialist and non-specialist audiences.

9.3 Demonstrate initiative and personal responsibility in working and studying independently.

9.4 Apply the methods and techniques learned to review, consolidate, extend and apply their knowledge and understanding to initiate and carry out a project.

## A synopsis of the curriculum

The understanding and application of enterprise knowledge is seen as a transferable skill that can have cross-division application within the University, in that it has relevance to students from a broad range of academic disciplines who might be considering self-employment after graduation.

The curriculum is based on the Small Firms Enterprise Development Initiative (National Standards-setting body for small business) Standards for Business Start-up but has been expanded to include contemporary issues such as Intellectual Property and recent legislation.

Indicative areas of study are:

• Why firms become insolvent – economic financial and operational reasons for business failure; risks & liabilities; skills requirements for business ownership; self-development planning; sources of advice, and support for businesses.

• The new business planning process and format - developing and evaluating the business idea and producing a business plan for potential lenders.

• Financial aspects – budgetary planning and control; cash-flow and working capital; understanding financial accounting and key financial documents; break-even analysis; credit control, and debt recovery.

• Market research, competition and barriers to market entry - identifying customers; market segmentation; planning the sales and marketing processes; customer perceptions and customer care, and developing quality standards for the business

• Legal issues - reporting requirements; UK & EU law relevant to small businesses; business formats and trading status and their respective risks and liabilities; insurance; insolvency, and intellectual property rights such as patents and copyright.

• Planning and employing staff - planning and obtaining premises; physical and financial resources, and the phased implementation of the business plan.

• Commercial Presentation – prepare and facilitate a commercial business presentation on a newly created venture

• Financing of the venture- Understanding different sources of financing start-ups, understanding the benefits, shortcomings, and requirement of each method

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Team case study analysis (2000 words) (15%)

Individual Business elevator Pitch (Presentation) (5 mins) (15%)

Individual Business Plan (3000 words) (70%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Private Study** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |
| *Workshop* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| *Individual Business plan* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Individual Presentation* |  |  | **X** | **X** |  | **X** | **X** | **X** |
| *Team Case study analysis* | **X** |  |  | **X** | **X** | **X** | **X** | **X** |

Students must achieve a pass the individual business plan to ensure all module learning outcomes are met.

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Medway

## Internationalisation

The students could choose to develop their business plan for internationalisation in their individual report. The learning on researching and developing a business model that comprises designing a business concept, and developing marketing, operation, and financial plans – leading to the development of a business plan – could be applied to generate optimum value through internationalisation.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised(if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |
|  |  |  |  |  |