

Module Title**SMALL BUSINESS START-UP****Date of Approval** June 2012**Module Code** 6CC516 **Pre-requisite:** None**Module Level** 6**Credit value** 20**Total Number
of Learning Hours** 200**Key Words** Enterprise & Entrepreneurship, Innovation & Creativity, finance and marketing, Strategic concepts Business Planning, Information Technology, I.T.Industry.**Module Delivery
Mode** Blended/Face to Face**Module Description**

The module aims to bring together elements of business management which are usually taught separately, for example Enterprise, human resource management, finance and marketing.

The module begins with lectures that allow students to learn how to plan and research a new business start-up, firstly, by understanding if there is a need or desire for the product or service through market analysis and to demonstrate that the business could be a viable proposition.

Students, working in groups, then prepare a business proposal. This proposal can then be applied in the computing/I.T. business arena to allow students to apply and develop a working knowledge of the industry, promoting employment and engagement in this sector.

**Module Learning
Outcomes** On successful completion of the module, students will be able to:

1. To demonstrate an understanding of the links between theoretical issues in business and the environment both local and national.
2. Student will learn to plan and research a new business venture., preferably but not limited to the I.T. sector
3. To apply appropriate business theories in a controlled environment through the preparation of a business proposal utilising the techniques discussed.

Module Content

The module will focus on the development of a new business venture, of which students will be asked to consider all the elements contained therein, such as:

- Innovation and Creativity
- Enterprise and Entrepreneurship
- Idea creation and selection

- Sustainability
- Marketing analysis understanding the likely demand for their product/service
- Be able to carryout an environmental analysis of competition
- Application of accounting processes including cash flow forecasts, profit and loss etc.
- Small business management
- Organisation structures
- Stakeholder,
- Information systems,
- Processes,
- Logistics,
- Networks and cultures.
- Writing “copy” for different media, e.g. websites, blogs, promotional literature.

All these areas will be analysed with special reference to an organisation.

Module Learning & Teaching Methods

Lectures will provide the framework and introduce the topic areas of the module. These will be supported by tutorials/clinics where students will present, discuss, and debate previously allocated reading. With the use of a business simulation programme the students will develop a framework for managing a business venture.

The introduction and induction will be used to enable students to assess and use recommended reading, and methods of research and introduce students to relevant models and concepts.

The one to one tutorials will provide the tutor and the student to identify issues and challenges in aspects of the work based period.

The module will consist of a series of lead lectures each week linked to the key areas of the business proposal; this will be supported by tutorials where the students will be encouraged to work on the proposals and to further develop their understanding. Guest lectures will be incorporated in particular areas of specialism.

Lectures:	12 hours
Tutorials:	12 hours
Study Clinics/Tutor Support:	12 hours
Guided Independent Study:	164 hours
Total:	200 hours

Scheduled learning and teaching activities:	18%
Guided independent study:	82%
Placement/study abroad:	0%

Module Assessment

Mode: Coursework/Examination 100%

Coursework/Examination 1 100%

Students working in small groups should prepare a viable business proposal of an idea for a product or service. It should be of around 2500 words not including appendices, diagrams, table etc.

Reading list

Key Texts - none Essential texts

Moon, R., Gee, S. (2012) *Creating Business Opportunity*, Customised Publication, Palgrave Macmillan.

Other recommended reading

Allen, K. (2012), *New Venture Creation*, 6th Edition, South-Western, Cengage Learning

De Wit, B. and Meyer, R. (2010), *Strategy: Process, Content, Context – An International Perspective*, (2010), 4th Edition Text and Cases, South-Western, Cengage Learning.

Drucker, P. (1985), *Innovation and Entrepreneurship*, Heinemann, London

Goffin, K. & Mitchell, R. (2005). *Innovation management; strategy & implementation using the pentathlon framework*, Palgrave, Basingstoke.

Johnson, Whittington and Scholes (2011), *Exploring Strategy: Text and Cases*, 9th Edition, Prentice Hall, Essex, UK.

Pettigrew, Thomas and Whittington (Eds.), (2006), *Handbook of Strategy and Management*, Sage.

Porter, M.E. "Competitive Strategy" and "Competitive Advantage", (1986), Free Press. Rugman, A. M. & Collinson, S. (2009) *International Business* 5th Edition. FT Prentice Hall.

Wild, J. & Wild, K. & Han, J.C.Y. (2003) *International Business* 2nd Edition Prentice Hall. **Other**

recommended reading – Journals

These can be accessed via Emerald or EBSCO Business Premier.

Harvard Business Review

Long Range Planning

Sloan Management Review Journal of General Management Strategic Management Journal

The Journal of Business Strategy Journal of General Management Administrative Science

Quarterly