Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

<table>
<thead>
<tr>
<th>Module name</th>
<th>New Venture Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module code</td>
<td>BM3103</td>
</tr>
<tr>
<td>School</td>
<td>Cass Business School</td>
</tr>
<tr>
<td>Department or equivalent</td>
<td>Undergraduate Programme</td>
</tr>
<tr>
<td>UK credits</td>
<td>15</td>
</tr>
<tr>
<td>ECTS</td>
<td>7.5</td>
</tr>
</tbody>
</table>

**MODULE SUMMARY**

**Module outline and aims**

Entrepreneurship is a core discipline in the modern management curriculum. New venture creation is a multidisciplinary activity involving strategy, R&D, marketing and project management. In practice, entrepreneurs face a number of complex issues simultaneously. The recent explosive evolution of digital technologies offers tremendous entrepreneurial opportunities. The module aims to provide you with knowledge and practical tools for the creation of high-growth new ventures, exploring the digital space. Entrepreneurship is a crucial economic process bringing new products, services and technology from a mind or a lab to the market. You will learn how entrepreneurs try to change lives and conquer the world” with innovative new products and services.

**Content outline**

- The entrepreneurial process for high growth ventures
- Evaluating business opportunities with growth potential
- Resources and finance
- Business planning
- Marketing innovative products

On successful completion of this module, you will be expected to be able to examine and critique the theory of venture creation and the entrepreneurial process to realise why entrepreneurs act, what they aim to achieve and how they do it. Moreover, you will be able to understand what a high-growth venture in the digital space is and what it takes to build one.
Moreover you will develop valuable skills, including recognising growth potential in business ideas, evaluating high-growth business opportunities, sharing the responsibility and the rewards fairly and ethically, accessing and effectively managing the required financial resources, appraising and applying different methods for marketing innovative products, pitching high growth ideas to investors, co-founders and key early-employees.

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Pre-requisites

*BM2101 Introduction to Entrepreneurship*

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

**Knowledge and understanding:**

- Discuss the venturing (entrepreneurial) process and the origins of opportunity, particularly those inspired by new digital technologies
- Demonstrate the fundamentals of multidimensional value (from philanthropic through to financial) and integral sustainability
- Apply an integral perspective to designing sustainable ventures

**Skills:**

- Research, analyse and communicate new venture and system ideas alone and with others
- Design, and develop sustainable ventures, particularly in the context of the digital economy, based on multidimensional value model
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- Think critically and independently, in particular when faced with unstructured, unbounded problem situations

Values and attitudes:
- Take a proactive attitude towards the design and development of sustainable businesses, organisations and systems
- Appreciate the plurality of perspectives in entrepreneurial human activity systems
- Demonstrate awareness of a new ventures explicit and implicit impact on its environment(s)
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

There will also be one-hour tutorials in all weeks except the first and the last. During these tutorials, you will apply the topics introduced in the lectures. Specifically, you will use the lectures as input for developing a business idea you and your team mates have come up with. To help you make progress, every tutorial will be dedicated to working on a specific task. You will write reports based on these tutorial tasks.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures and tutorials. In addition you will be preparing and undertaking your coursework assignments. You may also spend time revising your coursework assignments, as these serve to prepare you for your final examination.
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**Teaching pattern:**

<table>
<thead>
<tr>
<th>Teaching component</th>
<th>Teaching type</th>
<th>Contact hours (scheduled)</th>
<th>Self-directed study hours (independent)</th>
<th>Placement hours</th>
<th>Total student learning hours</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Lecture</td>
<td>22</td>
<td>119</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>Tutorial</td>
<td></td>
<td>9</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Totals

<table>
<thead>
<tr>
<th>Assessment component</th>
<th>Assessment type</th>
<th>Weighting</th>
<th>Minimum qualifying mark</th>
<th>Pass/Fail?</th>
</tr>
</thead>
</table>

**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

**Assessments**

This module is assessed by Coursework and Examination. Coursework will be in the form of written reports about tutorial tasks.

At the end of the module you will sit one final 135 minute exam during the University exam period.

**Assessment pattern:**
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<table>
<thead>
<tr>
<th>Coursework</th>
<th>Written assignment, including essay</th>
<th>50%</th>
<th>0</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>Written exam</td>
<td>50%</td>
<td>0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University’s Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST
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