

Module code	ENT606	Level	6
Module title	Enterprise Planning	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Business and Entrepreneurship	Teaching Period	Spring

1. Module description

Enterprise planning is the process of scanning the external environment to identify potential market opportunities, as well as marshalling appropriate organisational resources and competencies to create a profitable offering. The business plan is what combines these external (customer-facing) and internal (capability-based) perspectives.

This module is inherently multi-disciplinary – including elements of marketing, finance, operations, and human resources to balance these internal and external perspectives. These approaches are valid both for the creation of new SME-based offerings, or offerings launched within larger existing companies.

You will learn how to identify a potential market opportunity and the capabilities required to support it. You will also learn how to iterate between these elements to refine your offering – for instance, seeing the cost implications of adding or subtracting certain features. Finally, you will learn how to work together to construct a business plan for either a new profitable or not-for-profit offering.

2. Learning outcomes

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

Innovation (MLO 02)

Create and implement appropriate value propositions, combining intellectual curiosity and creativity when exploring innovation in entrepreneurial eco-systems.

Communication (MLO 05)

Communicate enterprise plans effectively both orally and in writing in multicultural and/or international settings to relevant stakeholders.

Digital Data and Tools (MLO 06)

Appraise and utilise appropriate digital data analytical tools to collect, synthesise, and analyse a range of information to inform a choice of solutions to problems in new entrepreneurial ventures.

Interdisciplinary Perspectives (MLO 09)

Integrate perspectives including marketing, finance, operations, human resources, to create a business plan of a profitable or non-profitable offering.

Learning hours	
Directed learning	48 hours
Workshops	48
Guided/Self-guided learning	152 hours
Total	200

4. Assessment, formative feedback, and relative weightings

Assessment 1 - Presentation (Group Assessment)

Weight (%): 25%

Word Count or Equivalent: 5 minutes

You need to make an initial “pitch” to explain your Offering, and the reasoning as to why there is likely to be a demand for such an offering. This is in the form of a short presentation ‘pitch’ containing an explanation of the offering; a typical transaction and a justification of the market demand.

Assessment 2 - Presentation (Group Assessment)

Weight (%): 75%

Word Count or Equivalent: 15 minutes

You need to deliver a live presentation of your Business Plan. You are allowed a maximum of 12 slides (including any cover slide) and the live presentation should take no longer than 15 minutes in its entirety. Each presentation will be accompanied with an appendix which has full details of ‘Planning Meetings held’ and a ‘Statement of Contributions’ from each member of the group.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	MLO O2	MLO O5	MLO O6	MLO O9
A1 Presentation	X	X	X	
A2 Presentation	X	X	X	X

5. Indicative resources

Neck, H. et al (2020) Entrepreneurship: The Practice and Mindset (2nd Ed.)

Aulet, B. (2013) Disciplined Entrepreneurship: 24 Steps to Successful Startup, Wiley

Brown, S. & Heitsch, P. (2022) The Innovation Ultimatum: How Six Strategic Technologies Will Reshape Every Business in the 2020s

Duarte, N. (2008) Slide:ology: The Art and Science of Presentation Design. New Jersey, US. John Wiley & Sons

Duarte, N (2010). Resonate: Present Visual Stories That Transform Audiences. New Jersey, US. John Wiley & Sons.

Meyer, M.H. & Crane, F.G. (2014) New Venture Creation: An Innovator’s Guide to Entrepreneurship (2nd Ed)

Sahlman, W. et al (2005) The Entrepreneurial Venture. Harvard Business School Press.

Timmons, J. et al (2015) New Venture Creation: Entrepreneurship for the 21st Century (10th Ed), McGraw-Hill Higher Education.

Social Media: The new entrepreneur: making money/making a difference; Steve Blank

Journals: International Journal of Entrepreneurial Venturing; Journal of Business Venturing; Journal of Social Entrepreneurship; Long Range Planning; Venture Capital