

### Module Overview

Module Title	Entrepreneurship and Business Planning		
Module Code	CU4016 (EPU3)	Module Type	Taught Module
Subject Area	Land and Property Management (LPM)		
Module Leader	Svitlana Lukash		
Location	SNAU Ukraine	Semester	Semester 1 (SNAU)
FHEQ Level	Level 7	Credits	15 credits
QAA Subject Benchmark Statement	Master's Degrees - Business and Management		

### Module Description

The aim of this module is to enhance students' understanding of the role of the entrepreneur in the creation of new ventures while also introducing them to practical ways of recognising, assessing and articulating start-up opportunities using a business plan and pitch.

The module covers the full range of issues in establishing a new business, with a focus on SMEs. This includes the following topics: entrepreneurship theory; creativity and innovation; business plans and planning; business ideas and opportunities; enterprise start-up; market analysis; sales forecasting; legal forms of business entity; P&L, cash flow and balance sheet projections; breakeven analysis; sensitivity analysis; sources of funds; bank lending; accounting for VAT and PAYE; enterprise growth and sustainable growth strategies; operations planning; exit strategies; risk analysis; contingency planning.

### Intended Learning Outcomes

ILO1	Understand and critically evaluate the linkages between entrepreneurship and venture creation, development and growth, including the motivations which entrepreneurs have for creating new ventures
ILO2	Critically discuss alternative approaches and business models for the exploitation of entrepreneurial opportunities
ILO3	Collate and organise data from different sources and demonstrate an ability to interpret economic data for the purpose of business planning
ILO4	Analyse different business situations where entrepreneurial opportunities are present or possible, taking into consideration the resources required to pursue an opportunity

ILO5	Understand and evaluate critically the key elements and purpose of a business plan and know what should be included in a business 'pitch' of a new venture opportunity	
<b>Learning, Teaching and Assessment</b>		
Approach to Learning and Teaching		
<p><b>University VLE:</b> will be used to support teaching sessions through the provision of slides, handouts and links to other web resources. Students will also be expected to engage fully with the University e-resources, particularly the library portal that gives access to various academic databases and market reports. Interactive activities (podcasts, videos and quizzes) will also be available on-line.</p> <p><b>Lectures:</b> the module shall be based on lectures organised to give a high level of interaction between the lecturer and students and co-activity between students. Lectures shall be delivered over one semester and are designed to cover the subject matter of the curriculum to a level of adequacy such that students are able to develop the degree of competency required of them to meet the learning outcomes.</p> <p><b>Tutorials:</b> occasional tutorials may be used for the analysis of case studies and assessment preparations. Apart from formal tutor-led input, students will be expected to engage in module-related directed and independent learning.</p>		
Approach to Assessment		
Coursework		
Scheduled Learning and Teaching Hours (seminars)	24	
Scheduled Learning and Teaching Hours (field-based)	0	
Scheduled Learning and Teaching Hours (lab-based)	0	
Scheduled Learning and Teaching Hours (computer-based)	0	
Scheduled Learning and Teaching Hours (online learning)	12	
Independent Study Hours	114	
Placement Learning Hours	0	
Total Study Hours	150	

Assessment Components									
Component	Type	Weight	Acc' Req?	Submission Week	ILOs Assessed				
					1	2	3	4	5
Professional Practice Report (Business Plan – 2500 words)	Coursework	60%	<input type="checkbox"/>	Week 13	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Presentation (15 minutes)	Practical	40%	<input type="checkbox"/>	Week 9	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Associated Programmes									
Programme Title					Designation				
MSc Sustainable Agriculture and Food Security					Optional				
Resources									
Reading list	<a href="https://rau.rl.talis.com/index.html">https://rau.rl.talis.com/index.html</a>								