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| **Module Code** | MBB7006M | **Module Title** | Business Development and Value Creation |
| **Level** | 7 | **Module Tutor** | Dean Garratt |
| **Credit Value of Module** | 20 | **Feedback Process** | Online via Grademark |
| **Type of Submission** | Report Online | **Expected Feedback Date** | **2nd April 2022** |
| **Assessment Task** | 1 | | |
| **Weighting** | 100% | **Word Count** | 3500 |
| **Due Date** | 14th January 2022 | | |
| **Assessment Regulations** | | | |
| In order to pass the module, you must achieve a minimum of 20% in each assignment and an overall pass mark (of 50%). | | | |
| **Module Specific Requirements** | | | |
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| **Learning Outcomes** | | | |
| Upon successful completion of the module students will be able to:   1. Demonstrate an understanding of the running of a business venture. 2. Apply key entrepreneurship and small business theories and principles. 3. Critically examine how entrepreneurs manage networks and relationships. 4. Identify sources of finance for developing a business and how to manage risk. | | | |
| **Assignment Description** | | | |
| Demonstrate an understanding of entrepreneurship and running a small business venture.  The report will be developed in a business plan format and develop each section required for successfully setting up a small new venture. The business plan must define and demonstrate the application of key theory such as:   * Innovation * Entrepreneurialism/Intrapreneurship/Social Entrepreneurship * Business modelling * Market/industry analysis such as Porter’s Five Forces, PESTEL, Social, Human and Financial Capital * Marketing principals * Sustainability   The business plan should include the following key headings:   * Executive summary * Business description – typology, geographical reach etc. * Product/service description – innovative, look feel, functionality * Market analysis – industry analysis, competitor and customer analysis * Marketing strategy – how are you going to attract customers, vision and mission statements * Operations and logistics – what and who do you need to deliver your business, due diligence, risk management * Financial forecast (cash flow statement and cash flow forecast) * Key Milestones | | | |
| **Additional Information** | | | |
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