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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.
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| **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
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| **Additional Information** |
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