



Module code	BP	NQF level	5
Credit value	15	Study duration	9 weeks

# Business Planning

## This module aims to:

- Integrate the knowledge and understanding gained from level 4 modules including: Business Environment, Fundamentals of Marketing, Introduction to Finance, Human Resources Management and Business and Management Skills

## Learning outcomes

On completion of this module, students will be able to:

- apply understanding of the inter-relationships of key business functions - finance, marketing and HRM - in the preparation of a coherent business plan
- critically evaluate the value to the firm of proposed investment projects
- analyse and assess risk and its impact on a business and on managers
- identify and critique the various methods of funding new projects and investments
- apply understanding of the impact of ICT skills in formulating a business plan

## Syllabus

- Introduction to business planning
- Organisation of the business plan
- The external environment
- Business strategy
- Financial basics and software tools
- Profit and cash flow
- Risk management
- Business decision analysis
- Business plan presentation

## Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Discussion contribution	2 weeks	End of Unit 2 and Unit 6	20%
Mid-module assignment	1,500-2,000 words	End of Unit 4	30%
End of module project	1,500-2,000 words	End of Unit 9	30%
Journal entries	300-500 words	Bi-weekly submission	20%