



Business Planning

Module Code	MBABP	NQF level:	7
Credit Value	10	Study duration:	6 weeks

Module description:

This capstone business planning and management module brings together Strategy, Marketing, Accounting, and Entrepreneurship by challenging the students to create and implement in a simulated environment, a plan for their own business. Operating in groups, students prepare a business plan, present the plan and seek funding by a making pitch for funding. Taking on roles such as Finance or Marketing Director the students will implement their business idea, devising marketing plans and operating models and are given a platform on which to put into practice many taught elements of the course.

This module aims to:

- confirm the learning of previous modules by putting them into practice in a simulated business environment.

Learning outcomes

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

- evaluate a business opportunity and propose a solution.
- construct an initial business plan, including strategy, marketing, finances and accounts
- adapt the initial business plan in line with changing events.

Syllabus

A business simulation exercise that reinforces, and synthesises learnings from previous modules:

- Entrepreneurship
 - Identifying the environment and opportunities for a new venture
- Business strategy
 - Analysing the business environment and planning a strategy to launch the new business
- Marketing
 - Planning a marketing campaign for a new business
- Accounting
 - Preparing initial accounts for a new business
- Financial planning
 - Identifying sources of investment funding and planning to reimburse investors, ensuring cash flows and the success of the business

Learning and teaching methods

This module will be delivered by learning materials provided on the learning platform supplemented by readings. Tutor support will be available to students via phone, email, and weekly live seminar sessions.

Description of unit of assessment	Length/Duration	Submission Date	Weighting
End of Module Project	2,500 words	End of Unit 6	70%
Discussion Forums x 2	Up to 10 posts	End of Units 2 and 4	20%
Individual Reflective Journal	3 entries	End of Units 2, 4 and 6	10%