



Module code	BP20_PBUS7E	NQF level	7
Credit value	20	Study duration	12 weeks

# Business Planning

## Module description

This capstone business planning and management module provides opportunities for consolidation of MBA learning by bringing together knowledge acquired in Strategy, Marketing, Accounting, and Entrepreneurship and challenging the students to create and implement a plan for their own business while operating in a simulated environment. Working in groups, students will prepare a business plan, present the plan and seek funding by a making pitch for funding. Taking on roles such as those of Finance or Marketing Director students will implement their business proposal, devising marketing plans and operating models. By doing so, they 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, finance and accounts
- adapt the initial business plan in line with changing events

## Syllabus

- 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 is a simulation based exercise that allows students to apply learnings from previous modules. There will be briefings which may recap previous modules but the majority of the learning will be through discussion in groups and the application of prior knowledge to the simulated environment.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Groupwork activity - Business plan (groupwork) - 25% - Individual contribution - 15% - Individual presentation - 15%	Various documents	End of Unit 12	55%
Reflective essay (individual submission)	2,500 words	End of Units 12	45%