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Title: MANAGING A SMALL BUSINESS IN A GLOBAL CONTEXT
 Status: Definitive
 Code: **7557EBMMIM** (119428)
 Version Start Date: 01-08-2017
 Owing School/Faculty: Academic Portfolio
 Teaching School/Faculty: European College of Business Management

Team	Leader
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Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36
Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Online	6
Tutorial	18

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	30	
Report	AS2	Group report – evaluation and business plan	40	
Reflection	AS3	Individual Reflective review	30	

Aims

This module provides an insight, understanding and implementation of the processes and challenges involved when evaluating a global business idea and transforming it

into a detailed and persuasive business plan for a new business venture.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically identify, define and evaluate a new global business opportunity within the current business environment.
- 2 Critically appraise the fundamental resources required to start a new business.
- 3 Evaluate the common issues in starting a business.
- 4 Evaluate the main sections of a business plan.
- 5 Synthesise elements to devise a professional business plan and present the main findings to an informed audience.
- 6 Following critical reflection, construct a personal reflective review.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

presentation	1	2	3	4	5
report	1	2	3	4	5
reflection	6				

Outline Syllabus

Concepts for intended learning outcomes:

- 1. Evaluation: Global idea formation; creativity; opportunity recognition; pre-start planning and preparation; the environment and business creation.*
- 2. Sources of finance; business angels, venture capitalist, global bank, lease finance, family and friends and grants.*
- 3. Economic analysis of market – Macro analysis, SWOT, STEEPLE.*
- 4. The construction of a professional Business plan.*
- 5. Preparation of a global idea and methods of presenting this.*

Learning Activities

It will be delivered as a series of seminars, lectures and tutorial workshops. Students will present their responses to assigned tutorial and seminar questions based around current case studies.

Notes

Global ideas and global business opportunities increase competitiveness and enhance consumer welfare. This module aims to equip learners with the economic

tools to analyse and evaluate a global business opportunity in an academic and professional manner.

The delivery methods will require student to engage with directed tasks (prior to the teaching weekends) that lead to the discussion and case study based enhanced teaching of key concepts. E.tutorials will be utilised to enhance learning post-teaching sessions.

The assessment strategy provides a mix of methods, which allows each student to demonstrate their learning, and which will test concepts, skills, language and reflective learning.