

# **Advanced Technology Enterprise**

**MCEL 40002**

**Credit rating 15**

**Unit coordinator:** Robert Phillips

**Alliance Manchester Business School**

*Undergraduate*

## **Level 4**

### **Course unit overview**

The unit aims to:

1. Allow students to understand and develop the necessary skills to produce a proposal to support a major project within an organisation or a business plan for a new start-up.
2. Introduce essential business finance and business risk management tools.
3. To explore resources required to form, develop and grow a business or a product line within a business.
4. To encourage students to think entrepreneurially as an essential component of their personal development.

### **Aims**

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### **Syllabus**

This unit investigates the process of establishing and growing a business and the process of developing a new project within an organisation.

Emphasis is given to the essentials of financial management and risk management in a business or project, such as the research and development of a new product or service introduction. Attention is given to the process of identifying and using information concerning resources required for the proposed business activity.

Topics Include

- Adding Value - How is value created by a company - linking your subject area with the commercial world
- Financial Statements - Cash Flow, Profit and Loss, Balance Sheet and what we can learn from them
- Diagnosing financial problems and what we can do about it - Break Even and Ratio Analysis
- Controlling costs and lean start-up
- Sources of Funding - From Banks, Venture Capital, Grants to Crowdfunding
- Risk - Financial implications of risk
- Exit Strategies for owners and equity investors
- Growing a Business

There is a consultancy session where you can get feedback about your assignments from the lecturer

## Teaching and learning methods

The full range of contemporary methods will be used for the delivery of this module including creation of financial statements, the use of case studies, evaluation exercises etc. This programme will be supported by material on Blackboard including online financial exercises, supporting material, unit handouts, assignments other audiovisual resources that may be of interest to the students.

## Assessment methods

Assessment task	Length	Weighting within unit	Deadlines for submission of coursework	Deadline for return of feedback
Verbal discussion of the topic selected for brief feedback  There is also time set aside for assignment feedback before the hand in date	Discretionary	n/a	Week 1-5	Week 5
Assignment 1	3000 words	60%	Week 6	Week 9
Assignment 2	2000 words	40%	Week 11	Before Exams

## Feedback methods

**Formative feedback** is the feedback given to help you to develop and improve with the unit of study. In this unit, there will be consultancy meetings with the lecture to get feedback on your work before it is submitted.

Additional formative feedback is available to you through the following means:

Attending lectures, joining discussions about case studies and doing short work tasks set within the lecture session.

Your lecturer will reply to brief individual questions at the end of each lecture session, if there are a few minutes to spare.

Your lecturer will provide brief replies to your e-mailed enquiry.

Your lecturer may feedback messages to the whole class via Blackboard if the point that you have raised could be of benefit to the whole class.

**Summative work** is any course assessment that contribute to the final mark for the unit

**Summative feedback** for assignments is provided via Blackboard. You may e-mail the lecturer to ask for further feedback and they might raise the point in the next lecture, reply to you or invite you to attend a brief one to one feedback meeting.

## Requisites

NONE

## Recommended reading

### Reading References

#### *Main Texts*

Throughout the unit the students will be referred to several online resources which they will be expected to read. Additional help can be found in the following texts:

"Accounting and Finance for Non-Specialists", Peter Attrill and Eddie McLaney, Published

by FT Prentice Hall (copies available in the library).

"Accounting a Smart Approach", Marey Carey, Cathy Knowles, Jane Towers-Clark,  
Published by Oxford University Press

"Costing & Reports", David Cox and Michael Fardon, Osborne Books

"Financial Management for the Small Business", Colin Barrow, Published by Kogan Page

**Additional References**

"Small Business Management, an entrepreneurial emphasis", JG Longenecker, CW  
Moore, JW Petty, South Western College Publishing

"The Business Plan Workbook", Colin Barrow, Paul Barrow, Robert Brown, Published by  
Kogan Page

"Strategic Entrepreneurship - A Decision Making Approach". Philip Whickham, Published  
by Prentice Hall

"Entrepreneurship", David Kirby, McGraw Hill

"How to Master Finance", T Gasking, Published by Kogan Page

**Scheduled activity hours**

Lectures 24

**Independent study hours**

126 hours

**Additional notes**

**Timetable** <https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Timetables.aspx>

For Academic Year

Updated:

Approved by: