

## Module specification

<b>Title</b>	Business Development and Value Creation				
<b>Code</b>	MBB7006M	<b>School</b>	York Business School	<b>Cost centre</b>	2703
<b>Level</b>	7	<b>Credits</b>	20	<b>Available for incoming study abroad</b>	Yes
<b>Pre-requisites<sup>1</sup></b>	None			<b>Barred combinations</b>	N/A

<b>Total number of study hours for the module:</b>	200
which will include the following:	number of hours:
<b>timetabled contact</b>	35
<b>placement</b>	N/A
<b>field trips</b>	N/A
<b>other</b> - please give further detail below:	

<b>Rationale</b>
<p>The module explores the application of management processes for developing and defining a new business concept, including market analysis and competitor performance analysis and considers the role of due diligence. You will critically examine the process for making strategic choices and explore and analyse different approaches and techniques used in strategic business and service planning. The components within the strategic business planning process will be considered allowing you to develop an understanding of the purpose and procedures in the planning process and be able to plan and execute action steps critical in the development and execution of a business plan.</p> <p>In addition, this module seeks to develop a critical understanding of contemporary discourses surrounding 'entrepreneurs' and 'entrepreneurship' as they are found in a range of national cultures and organizational contexts. The module introduces the fundamentals of entrepreneurship along with small business theory and practice. This will equip students with knowledge of how to manage the entrepreneurial task environment, particularly in terms of managing networks and relationships, and risk management. Students will gain an understanding of the types and characteristics of small firms, how entrepreneurs approach opportunities, the outcomes of this activity and will give a sense of the challenges inherent in starting up and running a new enterprise.</p> <p>Upon successful completion of the module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Critically evaluate key sustainability concerns and the impact of business activities on these concerns.</li> <li>2. Critically evaluate a range of relevant theories and models such as the Triple Bottom Line, corporate social responsibility (CSR), business ethics and the role of the market.</li> <li>3. Propose and critically evaluate appropriate sustainable business strategies.</li> </ol>

<b>Title(s) of awards to which the module contributes</b>	<b>Award Programme Learning Outcome(s) to which the module is mapped (PLO4.1, PLO5.3 etc.)</b>
MBA	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA (with year in industry)	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Finance	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,

<sup>1</sup> A module that must have been taken but no requirement that it must have been passed.

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MBA Healthcare Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Project and Operations Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Quality Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Strategic Human Resource Management and Leadership	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,

<b>Assessment</b> (include expected word length for written work and duration for examinations)			
#	type	description	weighting
1	Written work	Report (3,500 words)	100%

<b>Indicative content</b>
<ul style="list-style-type: none"> <li>• Strategic Business Planning</li> <li>• Vision and mission statements</li> <li>• Analysis of the external environment</li> <li>• Analysis of the internal environment</li> <li>• Market Analysis - identification of the scale, scope, accessibility and stability of the market opportunity</li> <li>• Competitor performance analysis</li> <li>• Due diligence</li> <li>• Industry analysis – Porter’s Five Forces</li> <li>• Strategic positioning, tools and techniques</li> <li>• Idea generation and screening for new venture opportunities</li> <li>• Creating strategies</li> <li>• Writing a business plan</li> <li>• Entrepreneurialism and the self-work ethic</li> <li>• Intrapreneurship</li> <li>• Theories of entrepreneurship</li> <li>• Social and economic decision-making</li> <li>• Entrepreneurship and sustainability</li> </ul>

<b>Reading list</b> (insert link)
<p><a href="https://yorks.jr.l.talis.com/modules/mmbb06.html">https://yorks.jr.l.talis.com/modules/mmbb06.html</a></p> <p>Burns, P. (2007), Entrepreneurship and Small Business, 2nd Ed, Palgrave,</p> <p>Capon, C.(2008), Understanding Strategic Management, Pearson Education</p> <p>De Wit, B. &amp; Mayer, R., (2010), Strategy synthesis: resolving strategy paradoxes to create competitive advantage.3rd ed. South-Western/Cengage Learning</p> <p>Johnson, G., Scholes, K. &amp; Whittington, (2011),Exploring Corporate Strategy: Text and Cases. 9th ed. Financial Times Prentice Hall</p> <p>Wheelen, T.L. &amp; Hunger, J, D. (2008), Strategic Management &amp; Business Policy: concepts and cases Prentice Hall</p>

## Module specification

<b>Version</b>	1	<b>In use from</b>	2020-21	<b>to</b>	
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External examiner code:	
Fee profile:	
Date approved:	June 2019

### Notes