

Team Based Company Projects

Module Code:	BAM7002-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Business and Management
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Laboratory	48
Directed Study	152

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To develop skills in evaluating and developing an entrepreneurial opportunity in a live company/organisation context. Working in teams on hosted projects, you will apply existing business research skills and entrepreneurial mindset to develop and present entrepreneurial solutions to business as well as social challenges. This module emphasises team-based, interactive and experiential learning and the application of approaches and techniques demanded for a range of entrepreneurial and employment contexts.

Outline Syllabus

This is a practical and applied module from which you will learn entrepreneurial skills covered by workshops and seminars including: Consulting and client management skills,

working in entrepreneurial teams, approaches to creativity and creative problem solving, managing projects and communicating your recommendations effectively. This is underpinned by social entrepreneurship, sustainability and business ethics in a global context.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - a. Identify and evaluate approaches, techniques and theories of entrepreneurship used in appraising and developing sustainable entrepreneurial opportunities;
 - b. Demonstrate an understanding of approaches to opportunity identification and problem solving in the context of business, social or environmental enterprise within a global environment;
 - c. Explain and evaluate relevant parts of the entrepreneurial process as it applies to your team project.

- 2
 - a. identify and critically evaluate the key issues for entrepreneurial teams;
 - b. Apply a wide range of data collection and analytical techniques in the development of creative and practical entrepreneurial solutions;
 - c. conduct successful research to appraise and make recommendations on a potentially sustainable entrepreneurial opportunity that is relevant to the company/organisation context in a global environment.

- 3
 - a. Work effectively in project-based teams to develop entrepreneurial or innovative opportunities in company or organisation contexts;
 - b. Identify and apply appropriate creative and analytical techniques for opportunity development around live issues;
 - c. Discuss and present complex ideas coherently and communicate innovative ideas and information to a company audience orally and in writing.

Learning, Teaching and Assessment Strategy

You will work in small groups on standalone projects, hosted by both larger and smaller/new start organisations to provide contrasting learning experiences. Teams will be composed of students from different backgrounds of disciplines and nationalities to aid cross fertilisation of ideas (LOs 1&3). Projects will be hosted by UK based organisations, these organisations are affected by international, technological, environmental and social trends, therefore the global context and social/ethical business topics will be covered in the syllabus. International business and social enterprise case studies will be used in seminars to stimulate debates and ideas. Workshops will encourage you to recognise the importance of creative approaches in developing entrepreneurial opportunities (LO1) and an appreciation of the practicalities of implementing projects and interacting with others (LOs 1&2). Conceptual issues are applied through interactive workshops and seminars (LO2). You will be required to consider the ethics of entrepreneurship and opportunities and challenges of sustainability (LOs 1&2). Working in teams on a practical project will enhance employability skills and competencies to reflect & develop personal and business skills (LOs 2&3). Learning will be enhanced through social media and access to on-line learning materials and discussion forums. Assessment will be through team-based assignments (LO3)

and will utilise a range of media with peer assessment. Formative feedback is provided in seminars & summative feedback through the group assignments.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	Group Presentation	0 minutes	30%	No
Summative	Coursework	Team based client report of maximum 7,000 words	-7000 words	70%	Yes
Referral	Coursework	Supplementary: Individual assignment: Project report of up to 4,000	-4000 words	100%	No

Legacy Code (if applicable)

MAN4967D

Reading List

To view Reading List, please go to [rebus:list](#).