

## Marketing and Entrepreneurship

|                |                                 |
|----------------|---------------------------------|
| Module Code:   | EAE6001-A                       |
| Academic Year: | 2018-19                         |
| Credit Rating: | 10                              |
| School:        | School of Management            |
| Subject Area:  | Entrepreneurship and Enterprise |
| FHEQ Level:    | FHEQ Level 6                    |
| Module Leader: | Mr Shahid Rasul                 |

Additional Tutors:

Pre-requisites:

Co-requisites:

### Contact Hours

| Type           | Hours |
|----------------|-------|
| Lectures       | 12    |
| Tutorials      | 6     |
| Directed Study | 82    |

### Availability Periods

| Occurrence | Location/Period                                                         |
|------------|-------------------------------------------------------------------------|
| ONA        | College of Banking and Financial Studies, Oman / Semester 2 (Feb -      |
| MSA        | Management Development Institute of Singapore (MDIS) / Full Year        |
| HKA        | Resource Development International (RDI), Hong Kong / Full Year (Sept - |
| IGA        | The Institute of Integrated Learning in Management (IILM) (Gurgaon) /   |
| IMA        | The Institute of Integrated Learning in Management (IILM) / Semester 2  |
| BDA        | University of Bradford / Semester 2 (Feb - May)                         |

### Module Aims

To stimulate an interest in and understanding of research into entrepreneurship and marketing.

To examine the interface between entrepreneurship & other disciplines, especially marketing.

To encourage creative/entrepreneurial thinking about marketing opportunities & business growth.

To critically evaluate entrepreneurial new business ventures.

## **Outline Syllabus**

What is entrepreneurship?

Understanding the role of the entrepreneur.

Market opportunity recognition.

Constructing a business model.

Evaluating opportunities.

Entrepreneurial marketing.

Business planning and formation.

Managing growth.

Sustainable business development.

## **Module Learning Outcomes**

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

- 1 understand the key issues in business formation and marketing opportunity recognition; and understand different business growth processes and factors influencing business growth
- 2 appreciate the current issues and debates in entrepreneurship/marketing research; and understand the characteristics of entrepreneurial managers;
- 3 generate and evaluate business ideas and marketing opportunities; and work effectively in teams.

## **Learning, Teaching and Assessment Strategy**

A series of interactive lectures and tutorials will provide you with the theoretical frameworks and conceptual underpinning to the subject (LOs 1a, 1b and 1c) and allow you to understand the key issues in the field (LOs 2a and 2b). The individual coursework assesses your understanding of the theory and your ability to link it to practice. The group coursework requires you to work in teams to identify, research and evaluate a new venture idea (LOs 3a and 3b). The module adopts a broad understanding of entrepreneurship which incorporates social and economic dimensions and links with sustainable development. You will be encouraged to engage with enterprises and enterprise facilitators and feedback will be provided during class discussions and activities.

## **Mode of Assessment**

| Type      | Method     | Description     | Length  | Weighting | Final Assess' |
|-----------|------------|-----------------|---------|-----------|---------------|
| Summative | Coursework | Individual Case | 0 hours | 70%       | No            |

|           |            |                                                                                                                                 |             |     |     |
|-----------|------------|---------------------------------------------------------------------------------------------------------------------------------|-------------|-----|-----|
|           |            | Study of up to 2500 words or equivalent                                                                                         |             |     |     |
| Summative | Coursework | Group project 2500 words or equivalent (or Individual reflective assignment of up to 1500 words or equivalent if Supplementary) | -2500 words | 30% | Yes |

### Legacy Code (if applicable)

MAN0307M

### Reading List

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