

Entrepreneurship

Module Code:	EAE7001-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Entrepreneurship and Enterprise
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	15
Tutorials	15
Directed Study	70

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Full Year (Sept - Aug)
BDA	University of Bradford / Semester 3 (June - Oct)

Module Aims

This module introduces the concept of entrepreneurship and equips students with the knowledge and skills to engage with the entrepreneurial process. The module will examine the varied interpretations of entrepreneurship and contextualise it within the new venture creation process.

Outline Syllabus

1. Exploring entrepreneurship: Defining enterprise, entrepreneurship & innovation. Entrepreneurship in the economy. Different perspectives in understanding entrepreneurship.
2. Understanding the role of the entrepreneur: Managerial versus entrepreneurial mindset.

Approaches to studying entrepreneurs. Skills attitudes and behaviours associated with entrepreneurs. Developing entrepreneurial skills.

3. Recognising opportunities: Creativity and innovation in entrepreneurship. Sources of opportunity & innovation. Techniques for generating and evaluating new ideas.

Distinguishing between ideas and opportunities.

4. Developing and evaluating opportunities: Developing ideas into business opportunities. Industry and competitor analysis. Feasibility Analysis.

5. Creating a business model: Assessing the factors which influence the choice of business model. How to develop a business model. Recognising potential flaws in a Business Model

6. Resourcing the venture: Resources in the entrepreneurial venture. Decisions required for a new venture. Developing a Team & Networks to implement the opportunity

7. Business Planning: Purpose of a business plan. Key components of a business plan. Evaluating and presenting a Business Plan

8. Growth and exit: Building and shaping an entrepreneurial architecture. Role of the entrepreneur in the growing venture. Ingredients for success in a growing firm. Barriers to growth. Exit Strategy.

Module Learning Outcomes

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

- 1
 - 1a. Critically discuss theoretical knowledge of entrepreneurship.
 - 1b. Analyse the approaches that inform entrepreneurial practice.
 - 1c. Examine the challenges faced by entrepreneurs in implementing innovations
 - 1d. Recognise the opportunities and challenges of pursuing ethical and sustainable entrepreneurship
- 2
 - 2a. Critically evaluate the entrepreneurial process.
 - 2b. Distinguish between ideas and entrepreneurial opportunities.
 - 2c. Develop ideas into entrepreneurial business plans.
- 3
 - 3a. Identify, research and critically evaluate ideas.
 - 3b. Reflect on personal goals and assess personal skills & capabilities to enhance personal development.
 - 3c. Effectively communicate ideas in writing and orally.
 - 3d. Work effectively in groups.

Learning, Teaching and Assessment Strategy

The module takes a holistic approach to entrepreneurship, highlighting through case studies, practical examples and research the increasing convergence and importance of societal, economic, environmental and ethical dimensions in the venture creation process. Addressing the wider role of entrepreneurship and the multi-faceted challenges faced by individuals, businesses and society in pursuing 'wealth creation', also supports the University's commitment to providing students with opportunities to learn about ethical and sustainable development (ESD) in all subject areas. Lectures and tutorials will provide the conceptual underpinning of the subject as well as opportunities to apply these concepts to practice in context of case study discussions, exercises, questionnaires, role plays and presentations. The assessments are designed to develop and evaluate understanding of the subject area and to assess performance in relation to the learning outcomes. The Case Study Assignment assesses the conceptual understanding of the subject, by evaluating student's

understanding of the entrepreneurial process and the role of the entrepreneur. LO 1a, 1b, 1c, 2a and 3b and 2.2 in particular are assessed. The Business Planning Assignment requires students to identify, develop, evaluate and present a business idea and examines LO 2b, 2c, 3a, 3c and 3d.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Group assignment (2500 words); SUPPLEMENTARY - Individual assignment (1000 words)		30%	Yes
Summative	Coursework	Individual Case Study (1500 words)		70%	Yes

Legacy Code (if applicable)

MAN4016M

Reading List

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