

Enterprise in Practice Project

Module Code:	EAE7009-E
Academic Year:	2018-19
Credit Rating:	60
School:	School of Management
Subject Area:	Entrepreneurship and Enterprise
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Directed Study	600

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To reinforce and consolidate your existing entrepreneurial knowledge and to challenge you to further develop your skills in identifying, evaluating, implementing and managing entrepreneurial opportunities. Working on an independent or hosted project, you will put your knowledge and skills to practice to realise an entrepreneurial or innovative idea. You will be expected to: develop an advanced, systematic understanding of pertinent issues for entrepreneurship; demonstrate creativity in the application of knowledge to complex situations; and apply appropriate techniques.

Outline Syllabus

This is a practical and applied module. Indicative entrepreneurship topics covered by engagement in the project might include: Identification of Entrepreneurial Opportunities, Entrepreneurial Teams, Creativity and Innovation, Entrepreneurial Planning, Internationalisation, and Social, Sustainable and Ethical Entrepreneurship.

You will propose a topic based on your area of interest and previous study. Your individual topic may be based on a collaborative project. Relevant entrepreneurial contexts could include large and small firms; profit and not-for-profit organisations; public, private and third sector contexts. You will be encouraged to study a topic that is of significance to you personally and that you find interesting and exciting. You may draw on your knowledge to:

Develop a new entrepreneurial idea.

Develop a plan for the commercialisation of an innovation.

Explore the feasibility of an innovation.

Plan a new business.

Review, critique and develop an existing concept.

Undertake an empirical study.

Module Learning Outcomes

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

- 1
 - a) demonstrate an in-depth and rigorous understanding of the subject of your entrepreneurship project;
 - b) demonstrate a critical understanding and apply relevant theories of entrepreneurship to your chosen topic;
 - c) explain and analyse the entrepreneurial process as it applies to the specific project.
- 2
 - a) identify and critically evaluate the key issues for entrepreneurship, including sustainability;
 - b) identify and collect relevant data and apply appropriate techniques to analyse information rigorously;
 - c) formulate strategies for successful research and implementation of an innovative or entrepreneurial idea that is relevant to current contexts.
- 3
 - a) exercise skills of inquiry, logical reasoning and analysis in addressing a specific, live entrepreneurial issue ;
 - b) demonstrate the organising and project management skills to manage a large, complex task as well as the creative skills required for finding opportunities and solutions;
 - c) Discuss and present complex ideas coherently and communicate ideas, findings and other information to a wide audience.

Learning, Teaching and Assessment Strategy

The EIP project is a substantial piece of advanced independent work related to the theories, concepts and practical issues addressed in the taught modules. We realise the individuality of each project and hence supervision is tailored to unique projects. Your project will be on a topic of your choice, negotiated with your supervisors and agreed by the module leadership team. Projects may be conducted individually or in teams and can also be separate elements of a larger group project. Projects may also be local or international, and/or in a social or environmental sustainability context. The process requires a significant

degree of independence such that you set your own agenda, objectives, acquire practical skills and develop a detailed knowledge of your topic. A supervisor will provide expertise on entrepreneurship, innovation and business as well as topics relating to ESD Learning, teaching & assessment are integrated. Learning outcomes LO1&2 utilise knowledge disseminated through workshops and directed study and practical engagement with your project, supported by supervision. LO3 requires you to apply skills and knowledge to investigate, implement and communicate the project idea. Your learning will be enhanced also by participation in social media, access to on-line learning materials and discussion forums. The project will be assessed on an individual basis through a project proposal and individual project report/dissertation. LOs 1&2 will be assessed through the content of the assignment. Assessment of LO3 requires completion of the project and is largely formative. Formative feedback is provided in tutorials and summative feedback is provided on the evaluation of the individual project report.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Dissertation or Project Report	Individual assignment: Project proposal of up to 13,500 words	0 hours	70%	Yes
Referral	Dissertation or Project Report	Supplementary: Individual assignment: Project proposal of up to 17,000 words	0 hours	100%	No
Summative	Coursework	Individual assignment: Project proposal of up to 3,500 words	0 hours	30%	Yes

Legacy Code (if applicable)

MAN4969B

Reading List

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