

Module Details	
Module Title	Entrepreneurship and Creativity (Executive)
Module Code	EAE7010-A
Academic Year	2020/1
Credits	10
School	School of Management
Subject Area	Entrepreneurship and Enterprise
FHEQ Level	FHEQ Level 7
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Lectures	15
Tutorials	15
Directed Study	70

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
DIA	Dubai Knowledge Village / Semester 1

Module Aims
This module is designed to introduce you to the concept of entrepreneurship and to equip you with the knowledge and skills to engage with the entrepreneurial process. The module will examine the broader and narrower interpretations of entrepreneurship and contextualise it within the new venture creation process. You will emerge from the course with a comprehensive understanding of the importance of entrepreneurship to economies, the role of the entrepreneur and you will be able to test these through feasibility analysis and develop business plans for new ventures.

Outline Syllabus

(1) EXPLORING ENTERPRISE, ENTREPRENEURSHIP & INNOVATION

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, EVALUATING & SELECTING 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 BUSINESS & GETTING STARTED

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

(7) DEVELOPING THE BUSINESS PLAN

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

(8) GROWTH & 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

Learning Outcomes

Outcome Number	Description
1	1.1. Critically discuss theoretical knowledge of entrepreneurship. 1.2. Understand the approaches that inform entrepreneurial practice. 1.3. Demonstrate an Awareness of the challenges faced by entrepreneurs in implementing innovations.
2	2.1. Demonstrate a critical appreciation and understanding of entrepreneurship, entrepreneurs, the entrepreneurial mindset and the entrepreneurial process. 2.2. Distinguish between ideas and entrepreneurial opportunities. 2.3. Develop ideas into entrepreneurial business plans.
3	3.1. Research and evaluate ideas. 3.2. Reflect on personal goals and assess personal skills and capabilities. 3.3 Communicate ideas effectively in writing and orally.

Learning, Teaching and Assessment Strategy

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources) a designated set text and a module study book that sets out guided reading, self-assessment exercises, case studies and links to additional resources. Module Learning Outcomes 1.2, 2.2, 3.1. In addition, further practical skills are developed via 4 structured on-line tutorial sessions in which students are able to engage in debate with their peers and their tutor about important ideas and contemporary business problems, working to apply formal concepts to solving business problems. Module Learning Outcomes 1.3, 3.3 Throughout the module the emphasis is very much on interactivity and practical application of knowledge. You will be directed to appropriate primary and secondary sources and you will be required to perform research, evaluation and reflection exercises. You will also be set tasks to monitor your progress in addition to formal assessment. Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to module learning outcomes: 1.2, 1.3, 3.3.

Mode of Assessment				
Type	Method	Description	Length	Weighting
Summative	Coursework	Individual Assignment (2000 words)	N/A	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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