University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Entrepreneurial Management					
Module Code	UMSD84-15-3		Level	3	Version	1
Owning Faculty	FBL		Field	Strategy and International Business		
Contributes towards	BA (Hons) Business Enterprise, BA (Hons) Business and Management; BA(Hons) Business Management (Leadership, Change and Organisations)					
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements			
Valid From	September 2012		Valid to			

CAP Approval Date	QMAC Dec 11

Part 2: Learning and Teaching
Learning Outcomes	On successful completion of this module students will be able to: 1. Engage in critical discussion of differing perspectives of entrepreneurship processes [A,B] 2. Develop critical skills to effectively inform research and analysis of entrepreneurial processes through how differing theories relate to 'every-day' practice [A,B] 3. Identify and review how opportunities are co-created in the context of entrepreneurship [B] 4. Reflect on how entrepreneurial narratives are managed in practice and produce a convincing narrative to support a case study and case study note apropos the potential for generating, evaluating and acting upon sustainability as an opportunity [A] In addition the educational experience may explore, develop, and practise but not formally discretely assess the following: - Refine business diagnostic skills - Develop interpersonal communication skills - Explore and practice negotiation and influencing skills - Refine presentation skills - Develop managerial responsible skills
Syllabus Outline	The module is designed around three themes:

	1. Entrepreneurship in practice Examine processes of managing entrepreneurship including: Entrepreneuring and opportunity practices; Managerial responsibilities concerning identity processes and if societal benefits of sustainability in relation to entrepreneurship [as an opportunity or a threat]. **2. Entrepreneurship in context** How we situate entrepreneurship to creatively understand how entrepreneurs [those in public, private and civic society including social entrepreneurship] engage in their environments and co-create context in which they operate by examining regional aspects; and Explore how entrepreneurs practice negotiation and influencing skills. **3. Critical Entrepreneurship** How we conceptualize entrepreneurship to examine entrepreneurship from traditional approaches and how these are complemented with differing alternative European approaches including: Narratives of entrepreneurship; Whether or not practitioners identify as entrepreneurs.
Contact Hours/Scheduled Hours	Module contact will be 3 hours per week of a combination of lectures and seminars. Practitioners are invited to deliver sessions to enable students to gain access to and managerial responsible insights from those engaged in entrepreneurship.
Teaching and Learning Methods	Extensive use will be made of Blackboard for weekly guided independent study work, to support students' learning and to facilitate interactions between students. Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. In addition a number of e-learning resources will also be used: Entrepreneurial Management is a 15 credit standard module. Lecturers will be taught in 1 hour sessions. These will be supported by two-hour sessions where students will be supported in developing the requisite knowledge and understanding.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module				15	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114	0	150	✅

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project

	Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam
	Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:		
Written exam assessment percentage		0%
Coursework assessment percentage		100%
Practical exam assessment percentage		0%
		100%

Reading Strategy	**Essential reading** The essential reading will be specified in the module handbook and on Blackboard at the start of the module. The current core text is: Down, S [2010] Enterprise, Entrepreneurship and Small Business. London: Sage **Further Reading** All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Further reading beyond the core texts is required on this module to bring a depth and breadth of knowledge and understanding; to explore the topic from different perspectives; and to make clear links between relevant theory and practice. As well as books (see module handbook for indicative reading), the library provides access to a wide range of journals and other electronic resources.
Indicative Reading List	The list below provides some indicative additional texts. More comprehensive guidance is provided in the module handbook. Boje, D and Smith, R (2010) 'Re-storying and visualizing the changing entrepreneurial identities of Bill Gates and Richard Branson' Culture and Organization, 16 (4):307-331. Berglund, K, Dahlin, M & Johansson, AW (2007) 'Walking the tightrope between artistry and entrepreneurship' Journal of Enterprising Communities: People and Places in the Global Economy, 1 (3): 268 – 284 Dey, P and Steyaert, C (2010) 'The politics of narrating social entrepreneurship' Journal of Enterprising Communities, People and Places in the Global Economy, 4 (1):85-108. Gartner, WB [1993] 'Words lead to deeds: Towards an organizational emergence vocabulary', Journal of Business Venturing, 8 (3): 231 – 240. Imas, J M, Wilson, N and Weston, A (2012) 'Barefoot entrepreneurs' Organization, 19 (5):563-585 Jones, D and Keogh, W (2006) 'Social enterprise: a case of terminological ambiguity and complexity' Social Enterprise Journal, 2 (1):11-26. Rindova, V, Barry, D and Ketchen, DJ (2009) 'Entrepreneuring as emancipation' Academy of Management Review, 34 (3): 477-491. Sarasvathy, SD (2001) 'Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency' Academy of Management Review, 26(2):243-288. Sarasvathy, S (2003) 'Entrepreneurship as a Science of the Artificial' Journal of Economic Psychology, 24:203-220. Steyaert, C (2007) 'Entrepreneuring as a conceptual attractor? A review of process theories in 20 years of entrepreneurship studies' Entrepreneurship & Regional Development, 19:453 – 477

	Steyaert, C & Hjorth, D (2006) Entrepreneurship as Social Change, Cheltenham UK: Edward Elgar.

Part 3: Assessment

Assessment Strategy	The assessment strategy is for individual students to complete a case study and case study note based on an investigation of an organization of their own choosing agreed with the supervisor. The assessment will explore and analyze the organization from a number of perspectives covered in lectures and tutorials. Summative assessment includes two elements: **Component A - Individual Learning Portfolio** will consist of a reflective essay on how entrepreneurial narratives are managed in practice and produce a convincing narrative to support a case study and case study note apropos the potential for generating, evaluating and acting upon sustainability as an opportunity together with evidence from seminar worksheets. 1500 words. **Component B - Individual Case Study** and Case Study Note will be on an organisation (the unit of study) and will involve analysis of the organisation from alternative theoretical entrepreneurial perspectives. 3000 words. Formative assessment will be provided in tutorials through the use of case study work and also through live case clinics.

Identify final assessment component and element	**Component B – Individual Case Study**	
	A:	**B**:
% weighting between components A and B (Standard modules only)	30%	70%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Individual Learning Portfolio (1500 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Individual Case Study and Case Study Note (3000 words)	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Extended Portfolio Reflective commentary (1500 words)	100%
Component B **Description of each element**	**Element weighting** (as % of component)
1. Resubmission of Case Study and Case Study Note with including separate reflective commentary on feedback incorporated as a coda. (3000 words)	100%
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	