Module Specification

Developing Entrepreneurial Capacities

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Contents

Part 1: Information

Module title: Developing Entrepreneurial Capacities

Module code: UMCDJK-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Business and Management Cross-Disciplinary

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: This module is delivered online and comprises 10 study units - 5 compulsory and 5 optional (from a choice of 10). The 5 compulsory study units cover key syllabus areas for developing entrepreneurial capacities: Creative Problem-

Solving and Decision Making; Adding Value for Customers; Experimenting and evolving; Funding Models and Pitching; and Bricolage: Making the Most of Your Resources.

The optional study units provide each individual student with an opportunity to select which of these study areas s/he wishes to explore in more depth and to explore balancing learning across the team, according to business/project need. Example study units may include:

Technology and Innovation

Sustaining Innovation

Digital Marketing and Social Media

E-business

Value Co-Creation

Networks, Alliances and Joint Ventures

Project Management

Effectuation

Innovating Across Borders

Part 3: Teaching and learning methods

Teaching and learning methods: This is an e-learning module delivered through the Blackboard virtual learning environment, with some face-to-face support through Masterclasses. Students may also wish to bring learning and issues raised in online content to the training sessions, though this is not a requirement.

Contact hours are summarised below:

On line activities: 6 hours by study unit, 60 hours overall

Masterclasses: 12 hours

Mentoring: 5 hours

Total: 77 hours

The MSc Innovation and Applied Entrepreneurship programme takes an integrative approach to learning and teaching. Core content on this module will be delivered through online study units, supported by interactive Masterclasses. This learner centred approach is designed to allow students the flexibility to access learning content as and when it is most relevant to them and their projects. For example, one student may choose to cover all compulsory units first and then select which options s/he wishes to complete, whilst another may have a project that requires him/her to develop their understanding of digital marketing and e-business and complete these study units before embarking on any of the others.

The module comprises five compulsory study unit and five optional study units (from a choice of 10 available) allowing students further to tailor the learning experience to best meet their individual learning needs.

Approximate study time is as follows:

Masterclasses: 12 hours

Online content: 60 hours

Mentoring/coaching support: 5 hours

Project team meetings: 18 hours

Client visits: 18 hours

Project planning and research: 40 hours

Reading: 50 hours

Undertaking projects: 45 hours

Reflective logs: 12 hours

Assessment: 40 hours

Total: 300 hours

Scheduled learning includes Masterclasses and a range of on-line activities, including but not limited to: mini-lectures; videos; exercises; worksheets; and multiple choice tests. Scheduled sessions may vary slightly depending on the module choices you make.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

Placement learning: includes client visits, external mentoring, etc.

Students will undertake team meetings, strategy and planning sessions in project teams, alongside their projects. They will select appropriate texts that support their practice and deepen their learning from these activities. They will be guided in selecting appropriate reading material from the programme reading handbook by the Team Coach and their peers.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a breadth of understanding of entrepreneurial capacities and their application in different contexts

MO2 Identify relevant ideas, theories and concepts, critically review them and apply them to their own entrepreneurial practice

MO3 Explore and examine innovation and entrepreneurship from a range of different perspectives

MO4 Gain a critical appreciation of how to integrate multiple factors that influence complex decision-making

MO5 Complete and critically evaluate a formal report on business model selection and resource planning

MO6 Communicate - with clarity - verbally and in writing, their ideas and findings to a diverse audience

MO7 Understand the ethical implications and sustainability of practice of business decisions taken

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 205 hours

Placement = 18 hours

E-learning/online learning = 60 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/umcdjk-30-m.html

Part 4: Assessment

Assessment strategy: In keeping with the learning strategy for the module, the assessment strategy has been developed to encourage students to reflect deeply and critically on their experience and their learning and to make strong connections

between theory, ideas and concepts and their application in practice. The assessment strategy requires students to draw together their learning from individual study units, integrating multiple factors that influence complex decision making.

The emphasis on collaborative learning and working is reflected in the assessment strategy. Group assignments are completed in project teams and for each group assignment, team members will rate each other member of the project team on a scale of poor - outstanding (1-5) against key criteria. Where an individual's average overall score falls below satisfactory' (3), this will be discussed with the team coach and the rest of their team and their mark for that assignment may be adversely affected.

Learning portfolios focus on learning relating to the business of innovation and entrepreneurship and may include, for example:

Worksheets from completed study units

'Flash Report' feedback logs

Notes/mind maps from key readings

A reflective summary extracts and outlines key themes and their implications for current and future projects. By contrast the 'critical evaluation' element of assessment on these modules requires the student to reflect more deeply on their project, its progress, their personal contribution to the project and their SMART objectives. In preparing this, students may draw more heavily on, for example:

Project logs and plans

Notes from team meetings

Feedback from clients and other stakeholders

Notes/mind maps from key readings

Summative assessment requires students to demonstrate core skills and competencies needed to develop an entrepreneurial mind set and innovate effectively (A1, A2, B1) and to reflect deeply and critically on their learning from this (A2, B2) to ensure that this learning can be applied in different and complex situations.

Multiple choice tests, for example, provide formative feedback that enable students to identify gaps and strengths in their learning on that study unit to prepare effectively for summative assessment. As reflective practitioners, students also receive formative feedback and assessment throughout the module from, for example, the Team Coach, peers and, where appropriate and available, clients.

The programme places an emphasis on giving and getting feedback, including a short feedback questionnaire completed in the first few months of the programme to provide formative feedback on contribution to the team. The same feedback questionnaire is completed 2-4 months later. The mark achieved for the second assessment form part of the assessment criteria for the critical evaluation.

Assessment tasks:

Written Assignment (First Sit)

Description: Critical evalution (3,000 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO7

Report (First Sit)

Description: Project/business report (group) (10,000 words)

Weighting: 25 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6, MO7

Portfolio (First Sit)

Description: Innovation and entrepreneurship learning portfolio and reflective summary (1,500 words)

Weighting: 38 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO7

Presentation (First Sit)

Description: Client presentation (group)

Weighting: 12 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO6, MO7

Written Assignment (Resit)

Description: Critical evaluation and reflection on feedback (3,000 plus 1,000 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO6, MO7

Report (Resit)

Description: Revised project/business report with commentary (commentary 1,500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: Innovation and entrepreneurship learning portfolio and reflective summary (1,500 words)

Weighting: 38 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO6, MO7

Presentation (Resit)

Description: Client presentation (can be individual)

Weighting: 12 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study: