



## **Module Specification**

### Entrepreneurship and Intrapreneurship

Version: 2022-23, v0,

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## Part 1: Information

**Module title:** Entrepreneurship and Intrapreneurship

**Module code:** UMSDTY-15-2

**Level:** Level 5

**For implementation from:** 2022-23

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** University Centre Weston

**Field:**

**Module type:** Standard

**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:** This module is aimed at building awareness of the concepts of entrepreneurship and intrapreneurship within diverse business contexts.

**Outline syllabus:** You will cover entrepreneurship and intrapreneurship within diverse business contexts.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** You will assess the contribution that entrepreneurial and intrapreneurial activity makes within society, locally, nationally and internationally and discuss how societal and cultural challenges can impact upon the potential success and failure of entrepreneurial and intrapreneurial opportunities.

You will review relevant literature surrounding core concepts and apply to relevant industry examples. It is anticipated that completion of this module will encourage critical reflection upon your individual skills, attributes and enhance opportunities for creative and innovative thinking.

#### **Module Learning outcomes:**

**MO1** Discuss how entrepreneurial skills can be developed through engagement with intrapreneurial and voluntary activities, within physical and digital contexts.

**MO2** Critically examine the nature of entrepreneurship and intrapreneurship within diverse business environments.

**MO3** Assess the contribution that entrepreneurial and intrapreneurial activity makes within society, locally, nationally and internationally.

**MO4** Evaluate the impact that cultural, environmental and technological factors can have upon the success of entrepreneurial and intrapreneurial opportunities.

**MO5** Demonstrate ability to communicate findings in written and verbal formats, suitable for a business audience.

**Hours to be allocated:** 150

#### **Contact hours:**

Independent study/self-guided study = 105 hours

Face-to-face learning = 45 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/A1EEA219-D89E-3F2A-D88D-53F569A85712.html?lang=en-GB&login=1>

## Part 4: Assessment

**Assessment strategy:** The assessment strategy has been designed to support and enhance the development of subject-based knowledge and practical skills, whilst ensuring that the Learning Outcomes are achieved.

Opportunities for formative assessment and feedback are built into teaching and practical sessions, through discussion and evaluation of current research. All students will engage with formative tasks, within individual and group settings as part of the programme design.

The assessments will provide a valuable learning experience through independent research of industry examples, published literature and development of academic writing style.

Component A: Academic Poster Presentation (10 minutes and 5 minutes questions)

Create and present an individual academic poster which concisely defines and contextualises the concepts of entrepreneurship and intrapreneurship from an academic and industry perspective. Through reference to relevant sector examples, demonstrate understanding of how the skills and attributes of an effective entrepreneur can be developed through engagement with intrapreneurial and voluntary opportunities and assess the contribution that entrepreneurial and intrapreneurial activity makes within society, locally, nationally and internationally. You will have 10 minutes to present your individual poster, followed by 5 minutes of questions.

**Component B: Literature Review (1,500 words)**

You are required to undertake a comprehensive literature review which examines the nature of entrepreneurship and intrapreneurship within diverse business environments. Drawing upon academic thinking and case study examples you should review and discuss how societal and cultural challenges can impact upon the potential success and failure of entrepreneurial and intrapreneurial opportunities. It is recommended that you support your review with reputable sources, for example the Global Entrepreneurship Monitor.

The assessments will provide a valuable learning experience through independent research of industry examples, published literature and development of academic writing style.

Opportunities for formative assessment and feedback are built into teaching and practical sessions, through discussion and evaluation of current research.

All work is marked in line with the UWE generic assessment criteria and conforms to University policies for the setting, collection, marking and return of student work. Assessments are described in the module handbook which is supplied at the start of module.

**Assessment components:****Poster - Component A (First Sit)**

Description: Academic Poster Presentation (10 minutes and 5 minutes questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

**Report - Component B (First Sit)**

Description: Literature Review (1,500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO5

**Poster - Component A (Resit)**

Description: Academic Poster Presentation (10 minutes and 5 minutes questions)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

**Report - Component B (Resit)**

Description: Literature Review (1,500 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Business Management and Sustainability [Sep][FT][UCW][3yrs] BA (Hons) 2021-22