



Module Specification

Introduction to Entrepreneurship

Version: 2023-24, v2.0, 18 Jul 2023

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Part 1: Information

Module title: Introduction to Entrepreneurship

Module code: UMODUB-24-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 24

ECTS credit rating: 12

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: Deltier Telfort International Business Institute

Field: Organisation Studies

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: See Learning Outcomes

Outline syllabus: TOPIC ONE Entrepreneurship and Innovation

When you complete this topic, you should be able to

- raise reasoned arguments on the importance of entrepreneurship to the economy and differences with other business structures;
- identify the impact that innovation has on an economy

Learning Content and Learning Outcomes

1.Lesson 1 Economic Value

Explain the terms entrepreneurship, enterprise, social enterprise, intrapreneurship and innovation

2.Lesson 2 Characteristics of SMEs

Explain the key characteristics of micro, small and medium-sized businesses

3.Lesson 3 Business Models

Discuss business models that an enterprise can use

4.Lesson 4 Innovation

Discuss types and process of innovation

5.Lesson 5 Enterprising Business Cultures

Evaluate how organizations can create their own enterprising culture

TOPIC TWO Entrepreneurs

When you complete this topic, you should be able to

- identify successful entrepreneurs and develop an appreciation of the impact they have had;
- assess personal capability against the needs of an enterprise;
- demonstrate an understanding of the role creativity and innovation in developing a successful business idea

Lesson Content and Outcomes

1.Lesson 1 Personality Traits

Explain the personal qualities required when starting a business

2.Lesson 2 Costly Mistakes

Explain common mistakes that entrepreneurs make in their first year of business

3.Lesson 3 Motivations

Evaluate the motives for starting an enterprise

4.Lesson 4 Growth and Exit Strategies

Explain strategies for growth and exit strategies in an enterprise

TOPIC THREE Developing an Innovative Enterprise

When you complete this topic, you should be able to

- identify the resources needed for an enterprise;
- demonstrate the use of key decision-making tools for business development;
- demonstrate an understanding of monitoring business and setting targets

Lesson Content and Outcomes

1.Lesson 1 Market Analysis

Assess market-research intelligence to develop an enterprise

2.Lesson 2 Sources of Finance

Evaluate the sources of finance available to a new business

3.Lesson 3 Physical Resources

Explain the physical resource requirements of an enterprise

4.Lesson 4 Human Resources

Assess the human resources requirements for an organization

5.Lesson 5 Legal and Insurance Requirements

Explain common legal and insurance requirements that an enterprise needs to address

TOPIC FOUR Creating and Pitching a Business Plan

When you complete this topic, you should be able to

- identify the requirements and contents of business plan;
- use tools to plan the enterprise
- develop a business plan that incorporates key attributes learned in Topics One to Three;
- develop an effective pitch to communicate the plan and requirements from investors/customers

Lesson Content and Outcomes

1.Lesson 1 The Business Plan

Explain the context expected and developed in the plan

2.Lesson 2 Creating a Plan for a New Business Idea

Develop a business plan for a new business idea

3.Lesson 3 The Pitch

Develop a pitch that delivers key information to stakeholders

Part 3: Teaching and learning methods

Teaching and learning methods: The module will use a blend of learning and teaching methods such as lectures, tutoring, mentoring and self-study.

There is a focus on flipped delivery supported by technology, here the delivery of core theoretical concepts moves from the classroom into the online space and face to face sessions focus on collaborative learning, sense making and sharing of experiences.

Post session (face to face) online activities help the student to apply their learning to the context of their organisation and personal and professional development.

Module Completion Requirements

Attend a minimum of 6 online lectures

Participate in a minimum of 8 Mentoring Sessions

LMS interaction of a minimum of 10 hours

Complete all written assignments, sit the final exam and obtain an average passing grade for the course based on assessed elements.

Students who fail to meet these basic requirements will not be eligible to sit the final exam.

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

MO1 Construct reasoned arguments on the importance of entrepreneurship to the economy and differences with other business structures

MO2 Identify successful entrepreneurs and develop an appreciation of the impact they have had; assess personal capability against the needs of an enterprise

MO3 Identify resources needed for an enterprise and demonstrate an understanding of monitoring business and setting targets

MO4 Demonstrate ability in the use of key decision-making tools for business development

MO5 Identify the impact that innovation has on an economy and demonstrate an understanding of the role creativity and innovation in developing a successful business idea

MO6 Identify the requirements and contents of business plan and develop a business plan that incorporates key attributes learned in Topics One to Three

MO7 Develop ability to use tools for enterprise planning

MO8 Develop an effective pitch to communicate the plan and requirements from investors/customers

Hours to be allocated: 240

Contact hours:

Independent study/self-guided study = 182 hours

Face-to-face learning = 58 hours

Total = 240

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<https://rl.talis.com/3/uwe/lists/D1D8CE8E-1FC5-6186-8E98-FD5D9478F829.html>

Part 4: Assessment

Assessment strategy: WeekLecture and Self-Study FocusAssessment-Mentoring

OneLecture: Introduction; Topic 1-Lesson 1

TwoLecture: Topic 1-Lesson 2; Assignment PreparationAssignment 1 Draft Due

ThreeLecture: Topic 2-Lesson 1 and 2Assignment 1 Final Due

Mentoring Session

FourLecture: Topic 2-Lesson 2 and 3Assignment 2 Draft Due

FiveLecture: Topic 3-Lesson 1 and 2Assignment 2 Final Due

Mentoring Session

SixLecture: Topic 3-Lesson 2 and 3Assignment 3 Draft Due

SevenLecture: Topic 5-Lesson 1 and 2Assignment 3 Final Due

Mentoring Session

EightLecture: Topic 5- Lesson 3 and 4 Assignment 4 Draft Due

NineReview/Exam Preparation and Assessment Requirements CompletedExam

All Final Assignments Due

Any Mentoring Sessions

Module Assessments are carried out as follows::

Portfolio of four individual assignments using a range of formats – report, essay, presentations, reflective log, etc. 80%

Final Examination (MCQs)20%

Assessment tasks:**Written Assignment** (First Sit)

Description: Portfolio of four individual assignments using a range of formats – report, essay, presentations, reflective log, etc.

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Examination (First Sit)

Description: MCQ exam

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Written Assignment (Resit)

Description: Portfolio of four individual assignments using a range of formats – report, essay, presentation, reflective log, etc.

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Examination (Resit)

Description: MCQ exam

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management [DeITel] DipHE 2023-24

Business Management [DeITel] CertHE 2023-24