



Module Specification

Fundamentals of Entrepreneurial Practice

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Part 1: Information

Module title: Fundamentals of Entrepreneurial Practice

Module code: UMCDSD-30-1

Level: Level 4

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: Bristol City Robins Foundation - Ashton Gate Stadium

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: This module focuses on practice-led “learning by doing” and enables students to evidence their ability to develop enterprising and entrepreneurial capabilities. They will create and maintain a Portfolio of Practice which captures and evidences engagement in practical activities involving the identification, creation, evaluation and exploitation of ideas and opportunities.

In this module students will demonstrate evidence of the acquisition of knowledge

and skills through engagement within a range of projects and ventures, including, but not limited to some that are organised by the Programme, some that are organised within Teams , and some that are initiated by students with their peers.

Features: Not applicable

Educational aims: The purpose of this module is to develop a Team Entrepreneur's (TE) understanding of identifying and developing a project or business idea and the steps needed to bring it to life.

Outline syllabus: TEs are expected to engage with and reflect on a range of topic areas in relation to the ventures of projects they are setting up. For instance: opportunity recognition, venture creation, sales, operations, finance and innovation in the context of a start up or established businesses

Part 3: Teaching and learning methods

Teaching and learning methods: Students will undertake their learning journey as part of a “Team Company”, which will be their primary environment for managing and sharing their learning throughout the course. Students and their Team Company will be supported by a “Team Coach” – a member of staff who will support and challenge throughout their learning journey, helping students every step of the way.

They will develop a Portfolio where they reflect on the projects and ventures they are engaging in and identify areas of learning as a result of these activities

Throughout the course they will engage in a wide range of self-directed learning activities that will enable them to develop enterprising and entrepreneurial capabilities. These will give students the knowledge, skills and confidence they need to develop themselves, to work with others and to create, develop and manage their own business ventures, inside and outside of sport.

In addition to the other members of their Team Company and their Team Coach, they will make links – where appropriate- with local businesses, mentors, and Team Entrepreneurs from other Team Academies in the UK and abroad. They will gain a network of contacts through Bristol Sport, Bristol City FC and its wider business

networks, working on real life challenges for these clients. This will enable students to build a rich network that supports them during the course and after they graduate.

As students engage in all aspects of the module, they will gather evidence of their learning and development which they will use to show their Team Company and their Team Coach what they have achieved. By doing this they will not only be rewarded with the university degree they deserve but also be fully prepared for their chosen future path after university.

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

MO1 Identify and apply simple opportunities and gather basic customer or market insights.

MO2 Describe and apply fundamental marketing and sales concepts used to attract and serve customers.

MO3 Identify and apply the components of business models and describe basic operational activities.

MO4 Understand and utilise basic financial concepts including cost, revenue and budgeting.

MO5 Apply simple innovation tools (e.g., idea generation, prototyping) and explore the role of technology in venture development.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Students will be able to achieve the Learning Outcomes for the module through an assessment strategy which involves continual review of their Portfolio of Practice and a reflection on the development of specific capabilities at the end of the year.

Assessment 1 - Portfolio 80%

Assessment will include continual review of each student's Portfolio of Practice which they will undertake with Team Company members and their Team Coach. Formative and summative feedback will be provided by Team members and the Team Coach, which combine to provide an overall assessment for the Portfolio of Practice assignment.

Discussion and feedback will help students explore and evaluate enterprising and entrepreneurial ideas and opportunities. Students will be required to determine the extent to which their engagement in enterprising and entrepreneurial practice is being undertaken in ways that link to the goals set within their Learning Contract, thereby enabling them to achieve the Learning Outcome of developing areas of special interest.

This form of assessment has been chosen because it supports the development of the Team Company as a learning vehicle, designs out academic misconduct, ensures validation within a controlled environment, supports the development of peer review and assessment, and includes formative feedback in a rich and continuing basis.

Assessment 2 - Presentation 20% - 10 minutes or equivalent

Assessment also includes a presentation including an explanation of how the student has identified opportunities. This allows the Learning Outcomes to be met through a more reflective longitudinal analysis and review of learning and the development of knowledge and skills and provides feed-forward to support the development of greater levels of capability in the following year.

Engagement in the assessment processes (including feedback and review) gives rich discipline-relevant experience and competence in the practice of self-managed learning and the ability to mobilise self. The assessment processes capture the

underpinning practice-led, self-managed, team-based, enterprise-orientated approach that the programme seeks to achieve.

The strategy and processes for assessment are highly inclusive. They provide the opportunity for the development of a relevant and personalised programme of learning where the student has flexibility in how they evidence the learning that they have achieved and the knowledge and skills that they have developed. This contributes to the University's policies for disability support, wellbeing and widening participation.

The resit will be comparable to the first sit.

Assessment tasks:

Presentation (First Sit)

Description: Identifying opportunities: Presentation (10 minutes or equivalent)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Portfolio (First Sit)

Description: Portfolio of Practice

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Presentation (Resit)

Description: Identifying opportunities: Presentation (10 minutes or equivalent)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Portfolio (Resit)

Description: Portfolio of Practice

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Sports Business and Entrepreneurship [AshtonGate] BA (Hons) 2027-28

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