



Module Specification

Embedding Entrepreneurial Practice

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Part 1: Information

Module title: Embedding Entrepreneurial Practice

Module code: UMCDSM-30-3

Level: Level 6

For implementation from: 2029-30

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 which captures and evidences engagement with a single project opportunity involving the identification, creation, evaluation and exploitation of ideas and opportunities.

In this module, students will demonstrate synthesis of skills through engagement

within an applied project, for instance a business plan, an industry interrogation or consultancy project for another enterprise.

This is the third and final module in the “entrepreneurial practice” strand of the programme. As students continue to develop areas of specialism and expertise, they will develop increased capability in areas that are of particular relevance to them. This will enable them to graduate ready and able for a chosen future path.

Features: Not applicable

Educational aims: The purpose of this module is to build on Team Entrepreneur's (TE) understanding of identifying and developing a project or business idea gained in the previous two years. TEs will build on this through engaging in developing their own business idea or through the lens of another enterprise

Outline syllabus: TEs are expected to reflect on and validate a single project, venture or enterprise in depth in relation a variety of foci. For instance: opportunity recognition, venture creation, sales, operations, finance and innovation in the context of a start up or small business.

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.

Students will develop their own portfolio where they set out the project they are engaging in – they will identify areas of learning as a result of these activities.

Throughout the third year, students will engage in a range of self-directed learning activities that will enable them to develop core entrepreneurial practices that will enable success in and preparation for the project. These will give students the knowledge, skills and confidence they need to develop, to work with others and to

create, develop and manage their own project within the context of sport or another enterprise.

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 Critically evaluate complex challenges and opportunities using entrepreneurial and market research tools.

MO2 Persuasively communicate the value creation of the project in the form of a sales presentation to an appropriate audience.

MO3 Develop, evaluate and refine advanced business models or operational systems for entrepreneurial ventures

MO4 Critically evaluate funding options and produce financially robust venture or growth plans

MO5 Evaluate the role of innovation and technology solutions in the development, testing or enhancement of venture outputs

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 are able to achieve the learning outcomes for the module through an assessment strategy which involves continual review of their Portfolio for the applied project

Assessment 1 - Portfolio 80%

Assessment will include continual review of each student's project portfolio which they will undertake individually. Formative and summative feedback will be provided, where appropriate by a supervisor, the client. The Team, the Team Coach.

Discussion and feedback will help students explore and evaluate enterprising and entrepreneurial ideas and opportunities.

Assessment 2 - Presentation 20% - 15 minutes or equivalent

Assessment also includes a presentation where students will present project outcomes/ findings to an appropriate panel. This allows the learning outcome to be met through a more reflective longitudinal analysis and review of learning across the project.

This form of assessment has been chosen because it supports the development of the TE and use the team 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.

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 competencies that they have developed. This contributes to the University's policies for disability support, wellbeing and widening participation.

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Assessment tasks:**Portfolio (First Sit)**

Description: Applied Project Portfolio

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Presentation (First Sit)

Description: Presentation - 15 minutes or equivalent

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Portfolio (Resit)

Description: Applied Project Portfolio

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation - 15 minutes or equivalent

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

Business (Team Entrepreneurship) {Dual} [Taylors] BA (Hons) 2027-28