



Module Specification

Entrepreneurial Decision Making

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Entrepreneurial Decision Making

Module code: UMMT8L-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Operations and Information Management

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 aims to develop both quantitative and qualitative skills that are useful to manipulate and analyse data in an enterprise context. During this module students will acquire knowledge and understanding of business tools which are useful to improve the quality of evidenced decision making.

Features: Not applicable

Educational aims: The module will consider for profit and not for profit enterprise contexts and the decisions that face these organisations. Students will develop an understanding of strategic concepts and the role of data and decision making in its execution. The educational aims are aligned with skill expectations of employers.

Outline syllabus: This is an indicative outline to give an indication of the topic areas that will be covered.

Different types of enterprise, for profit and not for profit.

Psychology of decision making.

Ethical behaviour in decision making.

The importance of data in enterprise decision making processes.

Theoretical concepts of strategy.

Data sources, quality and credibility.

Data transformation using business analytics.

Principles and practices of risk management in enterprise.

Developing compelling cases for action.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/simulation/discussions/ digital platforms to generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

The module is practice-led, developing student knowledge and competency in varied data analysis tools in an enterprise context. An enterprise simulation with a discrete

data set will be utilised to

support the development of understanding of risks, issues, and opportunities that face enterprises across a range of sectors.

The development of skills and competency in the use of business analytic tools, outputs, and reports to inform entrepreneurial decision making.

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

MO1 Understand the risks, issues, and opportunities that face enterprises across a range of sectors.

MO2 Demonstrate knowledge skills and competency in the use of business analytic tools, outputs, and reports.

MO3 Apply and interpret data to inform entrepreneurial decision-making.

MO4 Evaluate data using appropriate theoretical knowledge and apply to decision making across a range of enterprises.

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/modules/ummt81-30-1.html) via the following link <https://uwe.rl.talis.com/modules/ummt81-30-1.html>

Part 4: Assessment

Assessment strategy: The assessment strategy is designed to support a practice based approach to students learning and works interconnectivity between the two tasks to create synergies between them and build on learning in an holistic way.

The module assessment comprises two tasks. Throughout the term, students work in teams running a virtual company. Teams are required to make decisions each week

based on data generated by the simulation.

The first assessment task is a set exercise, which takes the form of a group presentation. Student teams present their company in their role in the team-based simulation and present their data driven decision making process.

The second task is to critically reflect on a strategic theoretical framework that has enabled them to make decisions given a scenario based on the simulation. The second task can be an exhibition-like presentation using a variety of platforms including a blog, a short video, a graphical presentation.

Assessment 1: A group presentation based on the simulation , interpreting data in a decision making context.

Assessment 2: An exhibition. Based on a given scenario, students can select from a range of audio/visual methods to present their analysis and recommendations.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Presentation (First Sit)

Description: A group presentation based on the simulation (20 minutes)

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO3, MO4

Exhibition (First Sit)

Description: Students can select from a range of audio/visual methods to present their analysis and recommendations.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Presentation (Resit)

Description: A group presentation based on the simulation (20 minutes)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Exhibition (Resit)

Description: Students can select from a range of audio/visual methods to present their analysis and recommendations.

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

International Business {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management [Villa] BA (Hons) 2025-26

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business and Human Resource Management [Frenchay] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

International Business [Frenchay] BA (Hons) 2025-26

International Business Management [UFM] BA (Hons) 2025-26

International Business Management [Frenchay] BA (Hons) 2025-26