



Module Specification

RISE Enterprise and Entrepreneurship

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Part 1: Information

Module title: RISE Enterprise and Entrepreneurship

Module code: UMOTFH-15-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Organisation Studies

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 enables students to develop an awareness of enterprise and entrepreneurship, understanding 'how' practice occurs in real world context.

Features: Not applicable

Educational aims: On successful completion of this module, students will have developed an awareness of enterprise and entrepreneurship understanding 'how' practice occurs in real world context.

They will have begun to develop an understanding of the place of enterprise and entrepreneurship in society and contemporary practices.

In addition they will begin to develop an awareness of creativity and its role within an enterprising and entrepreneurial context.

Outline syllabus: Indicative content

Enterprise and Society:

The social context of enterprise and entrepreneurship

How and why do specific contexts influence the shaping and enacting of entrepreneurship practices?

Enterprise in Practice:

What is the nature of entrepreneurship practices and how do they come about?

'How' entrepreneurship practitioners say and do things and the consequences of practices?

Delivering Innovation and Creativity:

'How' and 'why' do enterprise and entrepreneurship practitioners (individual and/or collective) enact skills and practices?

Part 3: Teaching and learning methods

Teaching and learning methods: Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week over 12 weeks. This will be a combination of lectures and seminars.

Independent learning includes approximately 114 hours engaged with essential reading, tutorial preparation, and completion of coursework assignments.

Extensive use will be made of the Virtual Learning Environment (VLE) for guided independent study work; to support students' learning, and as a repository for students' own work thereby promoting a sense of learning community.

Students will also be directed towards the University Library online Study Skills resources for the development of skills appropriate to the level and style of the module. In addition there will be integration with the learning hub.

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

MO1 Understand the diverse nature of entrepreneurship and enterprises

MO2 Understand the role that enterprise and entrepreneurship plays in society both locally and globally in creating change

MO3 Apply and reflect on an appropriate problem framing approach in enterprise and entrepreneurship to address a societal challenge

MO4 Demonstrate a shared collaborative learning and participative approach in a group project

MO5 Understand the skills employers are seeking and the wide range of enterprising graduate career options and engagement opportunities that exist in the contemporary labour market

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/AAC2B873-98D7-AF00-5D48-BF496D1929FD.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/AAC2B873-98D7-AF00-5D48-BF496D1929FD.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Opportunities for formative assessment and interim feedback are built into module delivery on a weekly basis. Assessment is directly driven by the learning outcomes of the module, and involves creative hands-on learning.

There are two tasks in the summative assessment for this module

Task A:

Group Multi-media presentation and supporting documentation (15min).

This task is a group multi-media presentation that explores framing problems and possible solutions to a real life situation posed to the students from a practitioner. This might include live interviews, sounds, images, face-to-face conversations presented to module assessors.

Task B:

Individual portfolio (max. 1500 words)

This task requires students to engage in a 1500 word maximum portfolio of the milestones in their understanding of the role of enterprise and entrepreneurship in society, and the importance of enterprise and entrepreneurship to their future career and life aspirations.

Assessment tasks:

Portfolio (First Sit)

Description: Individual portfolio (max 1500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Group work (First Sit)

Description: Group presentation (10 min presentation and 5 minutes of questions)

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Group work (Resit)

Description: Group presentation (10 min presentation and 5 minutes of questions)

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Individual portfolio (max 1500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

Business and Management [BIBM] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2024-25

Business and Management [Villa] BA (Hons) 2024-25

Business and Events Management {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Management {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Events Management [Phenikaa] BA (Hons) 2024-25

International Business {Foundation} [Frenchay] BA (Hons) 2023-24

Business and Events Management [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2023-24

Business Management and Marketing [Villa] BA (Hons) 2024-25

Business Management and Marketing [Phenikaa] BA (Hons) 2024-25

Business Management and Marketing [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2023-24

Marketing [UFM] BA (Hons) 2024-25

Marketing [Frenchay] BA (Hons) 2024-25

Business and Human Resource Management {Foundation} [Frenchay] BA (Hons)
2023-24

Business and Human Resource Management [Villa] BA (Hons) 2024-25

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