



## **Module Specification**

### **Entrepreneurial Decision Making**

Version: 2023-24, v2.0, 19 May 2023

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>5</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## **Part 1: Information**

**Module title:** Entrepreneurial Decision Making

**Module code:** UMSCTS-15-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Strategy and International Business

**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 provides an introduction to entrepreneurship with a focus on the identification, evaluation, and exploitation of opportunities. It examines the processes and behaviours involved with an emphasis on entrepreneurship as means of adding value and achieving competitive advantage in a variety of settings, from new venture creation to the development of an entrepreneurial mind-set in established firms.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** The teaching of the module is divided into four themes:

Entrepreneurship for Competitive Advantage provides an introduction to entrepreneurship policy, and the means by which it is encouraged and supported. This theme will acquaint students with the entrepreneurial mind-set as well as examine how entrepreneurs approach the market environment.

Identifying Opportunities examines the development of successful business ideas. You will explore methodologies to develop an effective business model based on recognizing opportunities and generating ideas, carrying out feasibility analysis as well as industry and competitor analysis.

Maximising Opportunities examines the move from concept or idea stage to that of an entrepreneurial firm. This theme involves laying the foundations for a new venture, assessing its financial strength and viability as well as identifying funding options.

Managing and Growing an Entrepreneurial Firm considers issues such as marketing, intellectual property in the first instance, followed by strategies for growth. Students will also learn how to apply entrepreneurial thinking and behaviours to any business situation. This entails identifying the critical success factors that relate to a given opportunity and the means by which that opportunity can be maximized.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Teaching Strategy:

As this module examines both the theory and practice of entrepreneurship, the teaching will involve a mix of interactive lectures (focusing on theory, academic insight, and practical business requirements) along side discussion of case studies and entrepreneurs (practical application). In addition students will be expected to

contribute using their own research material and experience.

Students will gain the opportunity to interact with leading entrepreneurial practitioners through the Distinguished Executive Address series.

**Learning Strategy:**

Students will need to complete the necessary preparatory reading and exercises prior to class, along with studying any set case material (Essential Reading). Their learning will be enhanced by class discussion. Students will be expected to put forward, rationalise, substantiate and defend points of view on controversial matters in class.

The study skills web pages provides support and guidance in a range of areas, and students will be guided to this resource where appropriate

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

**MO1** Articulate an entrepreneurial vision and the action required to realise that vision

**MO2** Demonstrate a systematic understanding of the role and nature of entrepreneurship in the identification, evaluation and exploitation of opportunities

**MO3** Demonstrate a systematic understanding of the management of an entrepreneurial firm

**MO4** Critically evaluate new venture opportunities

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**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:** Formative assessment is provided from the start of the module through the class exercises, discussion and through the in-class case based analysis. As students will prepare and lead discussion, they will benefit from class-wide debate and commentary and feedback from the tutor.

Summative assessment takes place at the end of the module through a project on entrepreneurial vision and the critical evaluation – from formation to evaluation stage – of a potential entrepreneurial opportunity.

### Assessment components:

#### Written Assignment (First Sit)

Description: Assignment (3500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

#### Written Assignment (Resit)

Description: Assignment (3500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

## Part 5: Contributes towards

This module contributes towards the following programmes of study: