



CORPORATE AND ACADEMIC SERVICES


MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Entrepreneurship and Small Business				
Module Code	UMSD7Q-15-2	Level	2	Version	1.2
Owning Faculty	FBL	Field	Strategy and International Business		
Contributes towards	BA (Hons) Business Enterprise; BA (Hons) Business and Management; BBA(Hons) Business and Management				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements		
First CAP Approval Date	QMAC Dec 11		Valid from	September 2012	
Revision CAP Approval Date	3 February 2015		Revised with effect from	September 2015	

CAP Approval Date	September 2018
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> - Outline the significance of SMEs, entrepreneurship, and enterprise in terms of both their direct economic contribution and their contribution to society as a whole. (A) - Explain various concepts of entrepreneurship and the entrepreneurial process. (A, B) - Understand current thinking on contemporary issues affecting entrepreneurs, SME owners and managers. (A,B) - Present current issues affecting entrepreneurship, enterprise and SME owners and managers from an informed position. (A, B) - Discuss the theoretical influences on entrepreneurship, including positions derived from economics, psychology and sociology. (A) <p>In addition the module may explore, develop, and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> - Effective communication in oral forms in formal and informal business contexts. - Developing sensitivity to diversity in terms of people, cultures, business and management issues.
Syllabus Outline	Indicative content: Introduction to the module and The nature of entrepreneurship & enterprise

	<p>The entrepreneur The SME sector & Government policy The start-up process Opportunity recognition Innovation & Risk A resources and competences view of the SME Internationalisation Social networks Social enterprise Start-up finance and exit strategies Review and exam preparation</p>
<p>Contact Hours/Scheduled Hours</p>	<p>Contact will be through three hours weekly of lecture and workshop. Students will be expected to prepare for the workshop activity and guidance will be given on the content of that preparation.</p>
<p>Teaching and Learning Methods</p>	<p>Teaching and learning methods are focused around lectures and workshops. Lectures provide students with a body of knowledge, a sense of the intellectual ideas contained within a topic area and importantly a set of signposts directing them to further reading.</p> <p>The learning outcomes encourage learners to develop higher order cognitive skills. It is recognised in the design and delivery of the module that such cognitive skills are difficult to acquire, requiring practice supported by regular formative feed-back.. The workshop programme is designed to facilitate this development.</p> <p>Workshops will be a forum in which students will be expected to provide an analysis of cases applying reading from journal articles or texts. Workshops will give an opportunity for students to work in groups through which to synthesize the knowledge and diverse perspectives of classmates into a shared experience that will include non-assessed presentations.</p> <p>Students are expected to engage in private study to obtain and analyse the core readings and to prepare materials for discussion. Students are expected to develop independent learning skills through sourcing relevant material, especially through the library's various electronic databases.</p> <p>There is a clear and articulated pedagogic strategy to facilitate the development of students as independent learners with the capacity and confidence to form an informed and critical view of key issues within the field of entrepreneurship and small business.</p> <p>There is extensive and clear programme documentation and the module is supported by well-developed web-based resources. The main electronic platform for delivering this module will be Blackboard.</p> <p>Scheduled learning includes 3 hours of lectures and workshops each week.</p> <p>Students' Independent learning is an essential feature of the module and students are expected to devote significant time each week to engaging in essential reading, The total study time associated with the module is based on a 10:1 ratio of notional student study hours to credit value.</p>

Key Information Sets Information	Key Information Set - Module data																			
	Number of credits for this module					15														
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours															
	150	36	114	0	150															
<p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>																				
<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table>						Total assessment of the module:			Written exam assessment percentage		50%	Coursework assessment percentage		50%	Practical exam assessment percentage		0%			100%
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Practical exam assessment percentage		0%																		
		100%																		
Reading Strategy	<p>Students will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases, and Internet resources. Guidance to some key authors and journal titles available through the Library will be given on Blackboard. It is expected that assignment bibliographies and reference lists will reflect the range of reading carried out.</p> <p>It is important that students can identify and retrieve appropriate reading. There are some excellent books published in this subject area. The essential reading will be specified in the module handbook and on Blackboard at the start of the module. This is potentially subject to change at short notice and students should not purchase any text without the guidance of the module leader. Examples of the essential reading for this module may include:</p> <p>Deakins, D., & Freel, M. (2009) <i>Entrepreneurship and Small Firms</i>, (5th edn). Maidenhead: McGraw Hill.</p>																			
Indicative Reading List	<p>Current advice on reading will be provided in the annual module handbook and via Blackboard.</p> <p>Baumol, W.J., 1990. Entrepreneurship: Productive, Unproductive, and Destructive, <i>Journal of Political Economy</i> 98, 893–921.</p> <p>Cope, J. 2011. Entrepreneurial learning from failure: An interpretative phenomenological analysis, <i>Journal of Business Venturing</i>, 26 (6), 604–623.</p> <p>Davidsson, P. 2004. <i>Researching Entrepreneurship</i>. New York, USA: Springer.</p> <p>Gartner, W.B. 1989. "Who Is An Entrepreneur?" Is the Wrong Question.</p>																			

Entrepreneurship, Theory and Practice, summer: 47 - 68.

Knight, F.H., 1921. *Risk, Uncertainty and Profit*, Boston: Houghton Mifflin.

Sarasvathy, S. D. 2001. Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency. *Academy of Management Review*, 26(2): 243-288.

Sarasvathy, S. D. 2008. *Effectuation: elements of entrepreneurial expertise*. Cheltenham, UK: Edward Elgar Publishing.

Schumpeter, J.A. 1934. *The Theory of Economic Development* (Trans. R. Opie) Cambridge, MA: Harvard University Press.

Shane, S. 2003. *A General Theory of Entrepreneurship. The Individual-Opportunity Nexus*. Northampton, MA: Edward Elgar.

Wiklund, J., Davidsson, P., Audretsch, D., and Karlsson, C. 2011. The Future of Entrepreneurship Research, *Entrepreneurship Theory and Practice*, Volume 35, Issue 1, p 1–9.

Venkataraman, S. 1997. The Distinctive Domain of Entrepreneurship Research. In J. A. Katz (Ed.), *Advances in Entrepreneurship, Firm Emergence and Growth*. Connecticut: JAI Press, 3, 139–202.

Part 3: Assessment		
Assessment Strategy	<p>The assessment strategy is driven by the need to encourage students to strive to work at the middle and higher ends of Bloom’s (1956) taxonomy, i.e. application, analysis and evaluation, whilst also meeting the University’s requirement for controlled conditions. Hence a 1500 word individual essay is used for component B, whilst component A is a two -hour unseen exam. The assessment mechanisms are chosen to assess the full range of student abilities. The assessment criteria for both components being driven by Bloom’s (<i>ibid</i>) taxonomy. These assessment types are deemed suitable and equitable for all modes of attendance.</p> <p>Component A - Exam An examination based on the lecture and workshop programme that explores the students’ ability to demonstrate their critical understanding of the material on the module. The examination occurs in the official examination period.</p> <p>Component B – 1500 word individual essay.</p>	
Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. 1500 word individual essay	100%	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. 1500 word individual essay	100%
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.	