



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Entrepreneurship and Small Business				
Module Code	UMSD7Q-15-2	Level	2	Version	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	15 December 2016		Revised with effect from	September 2017	

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. (B) <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	<p>Indicative content: Introduction to the module and The nature of entrepreneurship & enterprise The entrepreneur The SME sector & Government policy The start-up process Opportunity recognition Innovation & Risk</p>

	<p>Ideation process Feasibility analysis Social enterprise Start-up finance and exit strategies Review and assessment 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. The workshops will also incorporate mentoring sessions which will provide access to group and one-one support and guidance in developing a new venture business report.</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" data-bbox="593 943 1268 1182"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>New business venture report percentage</td> <td></td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td>100%</td> </tr> </table>							Total assessment of the module:			New business venture report percentage		50%	Coursework assessment percentage		50%	Practical exam assessment percentage		0%			100%
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New business venture report percentage		50%																			
Coursework assessment percentage		50%																			
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> <p>Sara Carter and Dylan Jones –Evan 2012, <i>Enterprise and small business: Principles, Practice and Policy</i> 3rd Ed.</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>																				

Davidsson, P. 2004. *Researching Entrepreneurship*. New York, USA: Springer.

Gartner, W.B. 1989. "Who Is An Entrepreneur?" Is the Wrong Question. *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 new venture report. The assessment mechanisms are chosen to assess the full range of student abilities. These assessment types are deemed suitable and equitable for all modes of attendance.</p> <p>Lectures will provide the students with a body of knowledge in understanding the various aspects of entrepreneurship specifically in an SME context involving the knowledge around the process of creating a new venture. The seminars will incorporate mentoring sessions which will provide access to group and one-one support and guidance in developing a new venture business plan. The individual business plan will form the assignment component A and will be presented and assessed in class.</p> <p>Component A –individual business venture plan (in-class presentation)</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: 50%	B: 50%

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Business Venture Report (2000 word) (in-class presentation)	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) Description of each element	Element weighting (as % of component)
1. Business Venture Report (2000 word)	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.	

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First CAP Approval Date	QMAC December 2011			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	15 December 2016	Version	2	link to the RIA
			3	