



Module Specification

Entrepreneurship and Small Business

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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.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Entrepreneurship and Small Business

Module code: UMSD7Q-15-2

Level: Level 5

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: Not applicable

Features: Not applicable

Educational aims: In addition to the Learning Outcomes, the module may explore, develop, and practise but not formally discretely assess the following:

Effective communication in oral forms in formal and informal business contexts.

Developing sensitivity to diversity in terms of people, cultures, business and management issues.

Outline syllabus: Introduction to the module

The nature of entrepreneurship and enterprise

The entrepreneur

The SME sector and Government policy

The start-up process

Opportunity recognition

Innovation and risk

Ideation process

Feasibility analysis

Social enterprise

Start-up finance and exit strategies

Review and assessment preparation

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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.

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.

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.

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.

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.

Scheduled learning includes 3 hours of lectures and workshops each week.

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.

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

MO1 Outline the significance of SMEs, entrepreneurship, and enterprise in terms of both their direct economic contribution and their contribution to society as a whole.

MO2 Explain various concepts of entrepreneurship and the entrepreneurial process.

MO3 Understand current thinking on contemporary issues affecting entrepreneurs, SME owners and managers.

MO4 Present current issues affecting entrepreneurship, enterprise and SME owners and managers from an informed position.

MO5 Discuss the theoretical influences on entrepreneurship, including positions derived from economics, psychology and sociology.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umsd7q-15-2.html) via the following link <https://uwe.rl.talis.com/modules/umsd7q-15-2.html>

Part 4: Assessment

Assessment strategy: 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. Hence a 1500 word individual essay is used for assessment task 2, whilst assessment task 1 is a presentation. 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.

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 assessment task 1 and will be presented and assessed in class.

Assessment task 1 – individual business venture plan (in-class presentation).

Assessment task 2 – 1500 word individual essay.

Assessment components:

Written Assignment (First Sit)

Description: Essay (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Presentation (First Sit)

Description: presentation

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Essay (1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Presentation (Resit)

Description: A pre recorded 10 minute videoed PowerPoint presentation with audio providing a fully researched start up enterprise proposal.

Weighting: 50 %

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:

Business and Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management [Frenchay] BA (Hons) 2022-23

Business Management and Economics [Frenchay] BA (Hons) 2022-23

Business and Management [Villa] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Accounting and Finance [Frenchay] BA (Hons) 2022-23

Business and Law [Frenchay] BA (Hons) 2022-23

Business and Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Studies {Dual} [Aug][FT][Taylors][3yrs] - Withdrawn BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Management {Dual} [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

Accounting and Business Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Accounting and Business Management [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management and Economics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][FT][Frenchay][4yrs] - Withdrawn BA (Hons) 2021-22

Accounting and Management {Foundation} [Sep][SW][Frenchay][5yrs] - Withdrawn BA (Hons) 2021-22

Business and Law {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business and Law {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Accounting and Business Management {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Accounting and Finance {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Accounting and Finance {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22