

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Enterprise and Entrepreneurship		
Module Code	UMCDMT-15-1	Level	1
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Business and Management Cross Disciplinary
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business and Management; BA(Hons) Business Management and Leadership, BA (Hons) Business and Human Resource Management; BA (Hons) International Business, BA(Hons) Business and Law, BA(Hons) Business Management with Law, BA (Hons) Marketing, BA (Hons) Business Management with Marketing, BA (Hons) Business and Events Management		
Module type:	<i>Standard</i>		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	Not Applicable		

**Part 2: Description**

The syllabus is split into three distinct sections, which enables the teaching team to embed a variety of distinctive pedagogic techniques in each phase. On successful completion of this module, students will have developed an awareness of enterprise and understanding 'of what enterprise means to me'. They will have begun to develop an entrepreneurial mind-set: through participation in enterprising learning and activities. In addition they will have started to develop entrepreneurial capability and confidence through guided experience and practice.

**Enterprise and Society**

This phase will be enhanced by the involvement of our careers team who will draw on their expertise and experience to demonstrate in classroom activities how enterprising mind-sets and behaviours are encouraged and developed

- The Social context of enterprise and innovation
- What an Entrepreneur is
- Who becomes an entrepreneur
- Graduate Careers and Enterprise

**Enterprise in Practice**

In the next section, we will introduce the students to a business simulation so that they can begin to apply the skills of enterprise and innovation in a simulated business context. This will enable students to understand the constraints of innovative activity.

- Innovation and Competition
- The role of innovation in organisations
- Managing innovation and enterprise
- Enterprise and new products

### **Delivering Innovation**

In the last section, the students are expected to apply the lessons of the previous two sections and develop a new product or service framed within the business simulation.

- New products and services
- Researching opportunity
- Delivering value and profit
- Teamwork and enterprise

### **Part 3: Assessment**

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 Technology Enhanced Learning utilising an online business simulation. Students are required to engage in a business development activity demonstrating creativity, vision, responsiveness to opportunity, and ambition for business growth, utilising learning from their experience of running a simulated business to inform their ideas. They will design and develop a new product or service in groups of approximately 5 – 6 students, culminating in a 20 min group presentation supported by a written group business plan, and associated group work evidence in the form of weekly 'board' meeting minutes, signed by all group members as evidence of appropriate participation and contribution to the task.

In addition, component B requires students to engage in a 1500 word maximum academic essay reflecting on their understanding of the role of enterprise in society, and the importance of enterprise and entrepreneurship to their future career aspirations.

The module designs out plagiarism through continuous group work in class and assessment based on learning from these experiences.

There are two components to the summative assessment for this module:

#### COMPONENT A:

- Group Presentation and supporting Business Plan (approximately 1500 words) (20min)

#### COMPONENT B:

- Individual project (1500 words)

Identify final timetabled piece of assessment (component and element)	COMPONENT A	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>60%</b>	<b>40%</b>
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Group Presentation on a new product or service (20 min presentation plus 1000 word group business plan)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	



	Total assessment of the module:			
	Written exam assessment percentage			0%
	Coursework assessment percentage			60%
	Practical exam assessment percentage			40%
				100%
Reading List	<p>All students are expected to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Support will be provided in developing the necessary information literacy and information technology skills necessary to access required materials.</p> <p>By necessity students will need to develop as autonomous learners and will be actively encouraged to develop information skills to enable them to identify, retrieve and evaluate relevant sources of information.</p> <p><b>Essential reading</b> – The essential reading for this module is contained in the set text for this module.</p> <ul style="list-style-type: none"> <li>Greene, Cynthia L., (2016) Entrepreneurship: ideas in action, South-Western Educational Publishing</li> </ul> <p>Students are also directed to supplementary essential reading available both online and in print via the library.</p> <p><b>Further reading</b> – Students will be advised of further reading that is desirable and further develops knowledge and understanding of a specific topic. In addition, students will be encouraged to engage in independent research and wider reading in completion of the assessment for this module. Additional reading material will be made available to students during the course of the module via Blackboard. The essential and suggested readings provide a baseline of sources that students should go beyond in their assessment research.</p>			

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First CAP Approval Date	15 <sup>th</sup> December 2016 Version 1 <a href="#">link to the RIA</a>			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	2	<a href="#">Link to RIA</a>
Revision CAP Approval Date		Version	3	<a href="#">Link to RIA</a>
Revision CAP Approval Date		Version	4	<a href="#">Link to RIA</a>