



Module Specification

Enterprise and Entrepreneurship

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Enterprise and Entrepreneurship

Module code: UMKDX3-15-1

Level: Level 4

For implementation from: 2022-23

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: Alexander College, Bristol Institute of Business Management, Frenchay Campus, National Economics University Vietnam, Northshore College of Business and Technology, Phenikaa University Vietnam, Taylors University, The British College Nepal, Villa College

Field: Business and Management Cross-Disciplinary

Module type: Standard

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: See Learning Outcomes

Outline syllabus: The syllabus is split into three distinct sections, to guide the learner through the field of enterprise and entrepreneurship.

On successful completion of this module, students will have developed an awareness of enterprise and entrepreneurship understanding 'how' practice occurs in real world context.

They will have begun to develop an understanding of the place of enterprise and entrepreneurship in society and contemporary practices. In addition they will begin to develop an awareness of creativity and it's role within an enterprising and entrepreneurial context.

Indicative content

Enterprise and Society:

The social context of enterprise and entrepreneurship

How and why do specific contexts influence the shaping and enacting of entrepreneurship practices?

Enterprise in Practice:

What is the nature of entrepreneurship practices and how do they come about?

'How' entrepreneurship practitioners say and do things and the consequences of practices?

Delivering Innovation and Creativity:

'How' and 'why' do enterprise and entrepreneurship practitioners (individual and/or collective) enact skills and practices?

Part 3: Teaching and learning methods

Teaching and learning methods: See Assessment Strategy

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

MO1 Understand the diverse nature of entrepreneurship and enterprises

MO2 Understand the role that enterprise and entrepreneurship plays in society both locally and globally in creating change

MO3 Apply and reflect on an appropriate problem framing approach in enterprise and entrepreneurship to address a societal challenge

MO4 Demonstrate a shared collaborative learning and participative approach in a group project

MO5 To understand the skills employers are seeking and the wide range of enterprising graduate career options and engagement opportunities that exist in the contemporary labour market

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/umcdmt-15-1.html) via the following link <https://uwe.rl.talis.com/modules/umcdmt-15-1.html>

Part 4: Assessment

Assessment strategy: 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 creative hands-on learning.

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

COMPONENT A:

Group Multi-media presentation and supporting documentation (15min).

Component A is a group multi-media presentation that explores framing problems and possible solutions to a real life situation posed to the students from a practitioner. This might include live interviews, sounds, images, face-to-face conversations presented to module assessors.

COMPONENT B:

Individual portfolio (max. 1500 words)

Component B requires students to engage in a 1500 word maximum portfolio of the milestones in their understanding of the role of enterprise and entrepreneurship in society, and the importance of enterprise and entrepreneurship to their future career and life aspirations.

Assessment components:

Group work - Component A (First Sit)

Description: Group presentation (10 min presentation and 5 minutes of questions)

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component B (First Sit)

Description: Individual portfolio (max 1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Presentation - Component A (Resit)

Description: Individual reflective video presentation (5 minutes)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component B (Resit)

Description: Individual Portfolio (max 1500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

Marketing [Frenchay] BA (Hons) 2022-23

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2022-23

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

Marketing {Dual} [Taylors] BA (Hons) 2022-23

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

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

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

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

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

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2022-23

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2022-23

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

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2022-23

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

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2022-23

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

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] 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

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

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