



Module Specification

Entrepreneurship Thought and Action

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Part 1: Information

Module title: Entrepreneurship Thought and Action

Module code: UMSTBD-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

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: The module will provide students with a theoretical and action based approach to entrepreneurial activities, where students replicate the team based nature of new venture creation to develop a new venture that is ready to market.

Features: Not applicable

Educational aims: Students will be able to evaluate the context within which entrepreneurial activity occurs, indicators explored political, economic, social and

cultural imperatives.

To develop the ability to interpret entrepreneurial opportunity through secondary and primary research exposing the potential to create a new/small business, underpinned by the 'me, market, money' academic model.

Construct a business proposition which considers the limitations and opportunities identified in the previous two objectives.

To recognise and develop strategies to manage risk and uncertainty, when to pursue, pivot or abandon a entrepreneurial proposition.

Outline syllabus: Entrepreneurship, business creation and small business management, syllabus content to include but not exhaustive: psychology, Government policy, economics, legal, social, cultural, sustainability, opportunity recognition, concept generation, focussed research activities, finance, business growth, risk management.

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Proposed format, in person contact 1 hour lecture and 2 hour workshop per week, plus 3 hour block timetabled independent team business development, academic available online during these team sessions, either pre-booked or drop in.

The lectures would focus on theory, the workshop focus on the practical development of a new business and flow from the lecture content. Workshop material drawn from current affairs and case studies/worked examples. For example, for the legal workshop each student will be given a different 'story' where a small business has faced a legal challenge, these will then be read and paraphrased by each student, the issue discussed, outcome stated and how the problem could have been avoided, e.g. Advertising Standards regulations, local authority bylaws etc.

The team business development sessions would be for students to create a new venture with application and integration of the numerous required elements, from idea to financing. This element is intrinsic to the proposed assessment, linking both portfolio developed from each session and the outcome exhibiting the new creation, be it product or service - objective being ready to market.

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

MO1 Demonstrate critical understanding of key underlying principles of entrepreneurship theory

MO2 Apply key concepts and principles in the creation of a new enterprise

MO3 Demonstrate an understanding of how theory influences problem solving during the development process for new enterprise creation

MO4 Effectively reflect on the appropriateness of different approaches to applying entrepreneurial theory in a real world context

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Trade show public exhibition event presenting a new business, be it product/prototype, retail/reselling or service offering linked to their portfolio providing evidence of the team development sessions, i.e. agenda, action points, progress, etc. This action based assessment strategy is student centred and explicitly focussed on learning by doing.

This is supported by a second written reflective essay, consisting of personal reflection as to the integration of theory during the 'build' of the business, the second element a reflective of the functionality of the team, challenges, resolution etc. Through this reflective piece students ground their action based learning in theory so evidencing how their actions are underpinned and informed

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Exhibition (First Sit)

Description: Trade show public exhibition event (20 minutes)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Reflective Piece (First Sit)

Description: Reflection on process and learning (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

Exhibition (Resit)

Description: Video or upload of exhibition material (20 minutes)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Reflective Piece (Resit)

Description: Reflection on learning (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Management {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business and Management [Phenikaa] BA (Hons) 2025-26

Business and Management [Villa] BA (Hons) 2025-26

Business and Management [BIBM] BA (Hons) 2025-26

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business and Management [Frenchay] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26