

Module Specification

Module Summary Information

1	Module Title	Entrepreneurship in Practice
2	Module Credits	20
3	Module Level	7
4	Module Code	BUS7052

5	Module Overview
<p>Entrepreneurship, Innovation and Creativity have become the hallmarks to contemporary business organisations both small and large in the globalised business environment. Successful business ventures are born out creativity and innovation and the continued survival of corporate organisations is dependent on their ability to be creative and innovative while promoting a culture of corporate entrepreneurship referred to as Intrapreneurship.</p> <p>This module has been designed to allow you to explore entrepreneurship and how new business ventures are created and sustained. The module challenges you to think creatively and entrepreneurially in applying theories, concepts and models to the real world by developing your own business ideas and presenting them in the form of a business plan. Throughout the module, emphasis is made on the global nature of today's businesses driven by technology and tests the student's ability to develop analytical skills, application of knowledge, develop transferable skills and employability skills.</p> <p>The module is delivered through seminars, tutorials and workshops in which students are expected to contribute. Case studies from around the world and presentations will also be used in each session.</p>	

6	Indicative Content
<p>The module will include topics such as:</p> <ul style="list-style-type: none"> • Categories of Entrepreneurship • Entrepreneurial Ecosystems • Innovation and Creativity • Entrepreneurial Growth Strategies • International Entrepreneurship • Entrepreneurship at the Base of the Pyramid • Entrepreneurial Leader • Technology and Globalisation 	

7		Module Learning Outcomes
On successful completion of the module, students will be able to:		
1	Critically appraise and identify the key challenges for entrepreneurial management in small to medium sized businesses in different environments and cultures.	
2	Critically evaluate entrepreneurial strategies, opportunities and behaviours for successful impact and growth of small to medium sized enterprises and social enterprises underpinned by relevant theories and concepts.	
3	Demonstrate capacity to creatively formulate effective strategies and recommendations for best practice to solve identified innovation and entrepreneurship issues and challenges in a constantly evolving and dynamic global business environment.	
4	Demonstrate ability to structure an analytical entrepreneurship report and present in a formal, persuasive and coherent manner with arguments that demonstrates academic rigour.	

8		Module Assessment		
Learning Outcome	Coursework	Exam	In-Person	
1			X	
1-4	X			

9		Breakdown Learning and Teaching Activities
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	30	
Private Study (PS) includes preparation for exams	134	
Total Study Hours:	200	