

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Business Entrepreneur
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	5
<b>4</b>	<b>Module Code</b>	BUS5053

<b>5</b>	<b>Module Overview</b>
<p>The module offers you with an opportunity to explore and understand how entrepreneurship and innovation contribute to economic and social development. You will become aware with the theory and practice of entrepreneurship in different international contexts through illustrative case studies. Further, you will develop an understanding of the different issues underlying enterprise creation, motivations and strategies of entrepreneurs in diverse settings including corporate, social, women's and ethnic minority entrepreneurship.</p> <p>Within the programme, this module provides you with entrepreneurial skills, a desirable graduate attribute sought by employers or for self-employment as a viable career option. It provides you with the direct experience in how to conceive, present and communicate an attractive and credible business plan.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module will include:</p> <ul style="list-style-type: none"> <li>• Overview of concepts and theories of entrepreneurship</li> <li>• Creativity and Innovation</li> <li>• Entrepreneurial processes</li> <li>• Entrepreneurial Growth Strategies</li> </ul> <p>New Venture Creation Different contexts of entrepreneurship</p>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Demonstrate an understanding of theories, concepts and practice of entrepreneurship.
<b>2</b>	Explore current trends and issues in Entrepreneurship and Small Business literature and demonstrate the ability to find appropriate sources of firm level data and evidence selection of methods and analysis appropriate for such data.
<b>3</b>	Identify, analyse and present an idea for new venture creation or entrepreneurial opportunity and demonstrate the ability to think creatively, to develop new products/service design.
<b>4</b>	Develop a credible and informed business plan for a new venture or new product/service/process (innovation within an existing enterprise).

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1,2,4	X		
3			X

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	36
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	48
<b>Private Study (PS)</b> includes preparation for exams	116
<b>Total Study Hours:</b>	200