

Module Specification

Module Summary Information

1	Module Title	Introduction to Entrepreneurship
2	Module Credits	20
3	Module Level	4
4	Module Code	MAN4011

5	Module Overview
<p>This module will introduce you to the concept of entrepreneurship. You will study the basic concepts and theories in entrepreneurship, how entrepreneurs develop and grow individually and what it takes to launch an enterprise. In order to achieve this there will be a range of case studies of successful / unsuccessful entrepreneurs, understanding entrepreneurship across borders and explore to what extent success of entrepreneurs could be based on the traits, styles and behaviours of the entrepreneurs.</p> <p>As part of the learning experience, you will engage with entrepreneurship case studies in the Midlands. Students will explore how enterprises were launched, how enterprises grow and develop and how these enterprises interact globally? The 3000 individual report assessment will explore further into what it takes to launch an enterprise, this will focus on the traits, behaviours and styles of entrepreneurs.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Overview of concepts and theories of entrepreneurship • Who are the entrepreneurs? • Entrepreneurial processes • Types of entrepreneurship • Different contexts of entrepreneurship • The Global Entrepreneur 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Define and evaluate the concept of entrepreneurship underpinned by current academic theory, concepts and models.
2	Explore and review what makes a good entrepreneur by understanding the traits and behaviours evidenced with case studies.
3	Describe and evaluate how entrepreneurs operate within a global setting with the use of current academic theories, models and case studies.
4	Explore what are the challenges facing entrepreneurs in a global environment and make clear recommendations on how these challenges can be overcome.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1. 2. 3. 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	48
Private Study (PS) includes preparation for exams	116
Total Study Hours:	200