

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

|                          |                                  |
|--------------------------|----------------------------------|
| Module name              | Introduction to Entrepreneurship |
| Module code              | BM2101                           |
| School                   | Cass Business School             |
| Department or equivalent | Undergraduate Programme          |
| UK credits               | 15                               |
| ECTS                     | 7.5                              |
| Level                    | 5                                |

### **MODULE SUMMARY**

#### Module outline and aims

The main aim of this module is to provide an understanding of the basic and essential issues in entrepreneurship and to provide some of the skills you will need to become an entrepreneur or to act entrepreneurially within existing organisational settings. This is an integrative module addressing both the theoretical and practical issues of entrepreneurship. Two major elements are integrated within this module: - 1. Key elements of the Entrepreneurship process which are taught using case studies. 2. Developing a business idea and incorporate that into a proper strategy for business development.

#### Content outline

To enhance your learning experience modules are designed to reflect contemporary issues in the business and financial world. As such, a degree of flexibility is expected in the exact content in terms of scope and coverage to ensure relevance to current circumstances.

Entrepreneurship as a field.

The entrepreneurship process: Opportunity, Resources and Team. We will analyse and discuss issues and controversies related to each element of the process.

Creativity and Opportunity

Business Planning: is it useful? How do we write one?

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

Entrepreneurship finance: structuring finance and sources of finance for start ups.

Pitching your business idea

Different types of entrepreneurs: life-style vs high-growth.

Entrepreneurship exit.

### **WHAT WILL I BE EXPECTED TO ACHIEVE?**

**On successful completion of this module, you will be expected to be able to:**

#### Knowledge and understanding:

- Demonstrate an understanding of the entrepreneurship process: Opportunity, Resources and Team. We will analyse and discuss issues and controversies related to each element of the process.
- Demonstrate an understanding of Business Planning: is it useful? How do we write one?
- Demonstrate an understanding of entrepreneurship finance: structuring finance and sources of finance for start-ups.
- Demonstrate an understanding of different types of entrepreneurs: life-style vs high-growth.
- Understand entrepreneurship exit.

#### Skills:

- Assess your personal development
- Reflect on your personal and group experiences
- Assess the benefits derived from the course
- Develop a range of practical / professional skills – time management, business/market research, group work (including co-ordination and delegation), negotiation skills, and presentation skills.

#### Values and attitudes:

- Critically analyse the theories related to business development and growth.
- Assess the relevance and impact of your actions in relation to business start-up.

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

- Analyse appropriately case studies to explore theoretical issues.
- Demonstrate an appreciation of ethical issues as they relate to both the subject matter and the wider business world.

### HOW WILL I LEARN?

A variety of learning and teaching methods will be used in this course.

Lectures are used to introduce context, concepts and techniques illustrated with practical and current examples. You will also have the opportunity to participate in class discussions and work through examples and exercises with the support of the lecturer. It is strongly recommended that you attend ALL lectures.

Key learning and teaching resources will be put on the module website on Moodle.

In the independent study time you are encouraged to read widely and in depth around particular topics in preparation for lectures. You may also spend time working through sample exercises and questions. In addition you will be preparing and undertaking your coursework assignments and preparing for your final examination.

Additionally each group will receive mentoring in relation to their Business Plan development.

*Teaching pattern:*

| Teaching component | Teaching type | Contact hours (scheduled) | Self-directed study hours (independent) | Placement hours | Total student learning hours |
|--------------------|---------------|---------------------------|---|-----------------|------------------------------|
| Lectures           | Lecture       | 22                        | 127                                     |                 | 149                          |

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

|           |          |                     |     |  |     |
|-----------|----------|---------------------|-----|--|-----|
| Tutorials | Tutorial | 2x 0.5hrs per group |     |  | 1   |
| Totals    |          | 23                  | 127 |  | 150 |

### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

#### Assessments

This module is assessed by Coursework and Examination.

Coursework will be in the form of writing a Business Plan report.

At the end of the module you will sit one final 135 minute exam during the University exam period, which will relate to the theories and cases discussed in class. Some questions may also include the Business Plan experience.

#### *Assessment pattern:*

| Assessment component | Assessment type            | Weighting | Minimum qualifying mark | Pass/Fail? |
|----------------------|----------------------------|-----------|-------------------------|------------|
| Coursework           | Group Business Plan Report | 50%       | 40                      | N/A        |
| Final Exam           | Written exam               | 50%       | 40                      | N/A        |

## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

### Assessment criteria

Assessment criteria are descriptions of the skills, knowledge or attributes you need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes you need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to you prior to an assessment taking place. More information will be available in the UG Assessment Handbook and from the module leader.

### Feedback on assessment

Following an assessment, you will be given your marks and feedback in line with the University's Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

### Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

### **INDICATIVE READING LIST**

Baron R (2014) *Essentials of entrepreneurship: evidence and practice*. Cheltenham: Edward Elgar

Westhead P, Wright M, McElwee G, (2011) *Entrepreneurship. Perspective and Cases*. Harlow: Prentice Hall, FT.



## Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

---

A selection of articles from the following journals:- Entrepreneurship Theory and Practice. Entrepreneurship and Regional Development. Journal of Business Venturing. Harvard Business Review.

Version: 1.0

Version date: December 2016

For use from: 2018-19