

## Study Abroad Programme

The module description below is from the 2017/18 academic year and is subject to change, and for the use of study abroad students only.

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### MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

#### KEY FACTS

Module name	Entrepreneurship Theory and Practice
Module code	BS3111
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	6
Delivery location (partnership programmes only)	

#### 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. Three 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.

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3. A reflective part over entrepreneurship as a career choice.

### Content outline

- The entrepreneurship process: Opportunity, Resources and Team. We will analyse and discuss issues and controversies related to each element of the process.
- Business Planning: is it useful? How do we write one?
- Entrepreneurship finance: structuring finance and sources of finance for start ups.
- Different types of entrepreneurs: life-style vs high-growth.
- Entrepreneurship in different context: public and social entrepreneurship.
- 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:

- Understand and apply the theories surrounding Entrepreneurship and business development/ survival and how they relate to the wider business environment
- Know what a Business Plan is and know when and how to write one.
- Recognise and avoid typical pitfalls.

#### 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.

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- Analyse appropriately case studies to explore theoretical issues.

### HOW WILL I LEARN?

You will learn through a range of methods which span from theory to practice.

There will be lectures where we will analyse case studies in order to understand the theory of entrepreneurship. We will engage in the crafting and development of a Business Idea and you will be expected to develop a Business Plan. The Business Plan will be mostly self directed study hours. The occasional use of guest speakers in class will help us in understanding the pro and cons of entrepreneurial actions.

*Teaching pattern:*

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lectures	Lecture	22	128	0	150
Totals		22	128	0	150

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

#### Assessments

Coursework: writing a Business Plan report.

Exam will relate to the theories and cases discussed in class. Some questions may also include the Business Plan experience.

*Assessment pattern:*

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Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Coursework - Group Business Plan report	Report	30	0	N/A
Exam	Written exam	70	0	N/A

### 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, students will be given their marks and feedback in line with the 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.

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### INDICATIVE READING LIST

- Baron, R. and Shane, S (2008) *Entrepreneurship: a process perspective*, 2<sup>nd</sup> Edition, Cengage.

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: April 2013

For use from: 2013/14

**Appendix:** see <http://www.hesa.ac.uk/content/view/1805/296/> for the full list of JACS codes and descriptions

### CODES

HESA Code	Description	Price Group
27	Business and Management Studies	D

JACS Code	Description	Percentage (%)
N100	Business Studies	50
N200	Management	50



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