

MODULE SPECIFICATION PROFORMA

Module Title:	The Nature of Entrepreneurship	Level:	4	Credit Value:	20
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Module code:	BUS418	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N212
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With effect from:	January 18
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School:	Business	Module Leader:	Dr Jan Green
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BSc (Hons) Digital Enterprise and Innovation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Global Business	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BSc (Hons) Sport Management	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

APSC approval of modification: January 18

Version: 3

Have any derogations received LTQC approval?

Yes No N/A

If new module, remove previous module spec from directory?

Yes No

Module Aims

To present an insight into the tenuous world of the entrepreneur through blending theoretical content with practitioner insights to demonstrate the various elements which contribute to the nature of entrepreneurship from idea sources to the running and management of a small business venture.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Identify the traits and characteristics which support the initial stages of the entrepreneurial venture	KS6	
2	Demonstrate the importance of idea generation and risk taking for the entrepreneur	KS3	
3	Design a business plan for a start-up venture	KS4	KS5
4	Explain the contribution made by entrepreneurial activity to the economy and the sources of support provided by government	KS5	KS6

Transferable skills and other attributes

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Derogations

None

Assessment:

1. Prepare and deliver a presentation which illustrates the broad and diverse nature of entrepreneurship using an example to place the relevant theory into context.
2. Written piece of work to include a business plan and illustrate the issues related to small business management which indicates the challenges of a start-up and potential sources of government support at the start up stage of an entrepreneurial venture.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Presentation	50	20 mins	
2	3,4	Report	50		2500

Learning and Teaching Strategies:

Lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The module is embedded within the values and practices espoused in the Glyndŵr University's Teaching and Learning and Assessment strategy whereby students are encouraged to take responsibility for their own learning and staff facilitate the learning process, with the aim of encouraging high levels of student autonomy in learning and the capacity to apply it within the wider environment.

The nature of this subject is one of individualism and students will be encouraged to consider and reflect upon personal characteristics and creativity, the make-up and nature of a managing a small business and the associated risks. Relevant examples will be utilised to illustrate and bring to life the academic content and encourage critical debate as a means of developing skills beyond description to support potential business launches based on effective planning principles.

Syllabus outline:

1. Enterprise history
2. Enterprise meanings and variations
3. Characteristics of Entrepreneurship
4. Small business dynamics and characteristics
5. Becoming an entrepreneur
6. Running a small business
7. Creativity and idea generation
8. Entrepreneurial risk
9. Business plans
10. Enterprise policy and government intervention

Bibliography:**Essential reading**

Barringer, B. (2014) Preparing Effective Business Plans: an Entrepreneurial Approach, Global Edition, 2nd Edn., Pearson Education, Harlow

Bridge, S and O'Neill, K. (2012) Understanding enterprise: Entrepreneurship and Small Businesses 4th Edn. Palgrave, Basingstoke

Other indicative reading

Bessant, J. and Tidd, J. (2011) Innovation and Entrepreneurship, 2nd. Edn., John Wiley, Chichester

Burns, P. (2010) Entrepreneurship and the Small Business, 3rd. Edn., Palgrave Macmillan, Basingstoke

McCann, P. and Oxley, L. (2013) Innovation, entrepreneurship, Geography and Growth, John Wiley, Chichester

Mellor, R. (2009) Entrepreneurship for Everyone, Sage Publications, London

Wickham, P.A. (2006) Strategic Entrepreneurship, 4th Edn. Financial Times Press, Harlow

Websites

Institute for small business and entrepreneurship: www.isbe.org.uk

Institute of Enterprise and Entrepreneurs: www.ioee.co.uk

Journals

International Journal of Entrepreneurship

Journal of Entrepreneurship

Journal of Enterprise

Journal of Small Businesses