

Module Code:	ONL714
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Module Title:	Entrepreneurial Thinking
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	JACS3 code:	N100
		HECoS code:	101221

Faculty	Faculty of Social & Life Sciences North Wales Business School	Module Leader:	Dr Ben Binsardi
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Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA Entrepreneurship	✓	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 12/07/2019
 With effect from: 23/09/2019
 Date and details of revision:

Version no: 1

Version no:

Module Aims

This module aims to build an understanding of entrepreneurship and how individuals in all types and size of organisation can use entrepreneurial practices to solve problems and create value. It also aims to allow students to both build and understand the entrepreneurial mind-set and provide the ability to identify and create entrepreneurial opportunities through the creation, development and exploitation of new ideas, products and services, and/or the creation of new industries, infrastructures, and ways of doing business.

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

At the end of this module, students will be able to		Key Skills	
1	Understand the main characteristics of the entrepreneurial mind-set, and be able to identify specific entrepreneurship practices and approaches	KS1	KS6
		KS2	KS8
		KS3	KS9
2	Apply entrepreneurial approaches to growth and problem solving	KS1	KS5, KS6
		KS2	KS7, KS8
		KS3	KS9, KS10
3	Utilise entrepreneurial practices and approaches to aid in the creation of ideas, products and/or services.	KS1	KS6, KS7
		KS2, KS3	KS8
		KS5	KS9, KS10
4	Critically evaluate and reflect up personal entrepreneurial skills and practices	KS1	KS5, KS6
		KS2, KS3	KS7, KS8
		KS4	KS9, KS10

Transferable skills and other attributes

Written skills, problem solving skills, information technology skills and digital literacy, research skills, learning to learn (managing personal and professional development, self-management) and numeracy skills

Derogations

None

Assessment:

Indicative Assessment Tasks:

Assignment 1 (Report) (25%) (circa 750 words)

Students will be required to critically discuss the main characteristics of Entrepreneurship and its main applications.

Assignment 2 (Report) (25%) (circa 750 words)

Students will have to identify either a business idea, or growth plan for an existing business. They will provide a report/business plan highlighting the concepts and the ways in which entrepreneurial practices will take them forward

Assignment 3 (Report) (50%) (circa 1,500 words)

Students will be required to recap on the entrepreneurial mind-set, and types of entrepreneurship. They will critically review their own skills and highlight which type of entrepreneur they are, with a review of how they will utilise their specific skills and mind-set in their future career/business ventures.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or word count (or equivalent if appropriate)
1	1 and 2	Report	25%	750 words
2	4	Report	25%	750 words
3	3	Report	50%	1,500 words

Learning and Teaching Strategies:

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through VLE for messaging and responding.

Syllabus outline:

The module consist of seven topics as follows.

1	Varieties of Entrepreneurship
Entrepreneurial Process	
2	Entrepreneurship Opportunities
Entrepreneurial Content	
3	Management of Entrepreneurial Practices
4	Planning and Thinking
Entrepreneurial Context	
5	Nascent Entrepreneurship and Intrapreneurship
6	Social and Public Entrepreneurship
7	Entrepreneurship Policy and Entrepreneurial Learning

Indicative Bibliography:**Essential reading**

Nielsen, S L. Klyver, K. Ewald, M R. & Bager T. (2017) Entrepreneurship in Theory and Practice: Paradoxes in Play: Paradoxes in Play. (2nd Ed) Edward Elgar Publishing

Recommended (optional) reading

Baron R, & Hmieleski, K. (2018) Essentials of Entrepreneurship, Changing the World One Idea at a Time (2nd Ed) Edward Elgar Publishing

Blundel,R. Lockett, N. & Wang, C (2017) Exploring Entrepreneurship (2nd Edition) Sage Publications

Brown,T. (2019) Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation New York: Harper Business

Websites:

<https://www.entrepreneur.com/>

<https://www.genqlobal.org/>

<https://www.fsb.org.uk/>