

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	ONL714
Module Title	Entrepreneurial Thinking
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100079
Cost Code	GABP
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MBA Entrepreneurship (Online)	Core

### Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	<b>15 hrs</b>
Placement hours	0 hrs
Guided independent study hours	135 hrs
<b>Module duration (Total hours)</b>	<b>150 hrs</b>

### 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.

## Module Learning Outcomes

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

1	Evidence knowledge and understanding of an entrepreneurial mindset through the application of innovative concepts and sustainable solutions.
2	Apply theoretical knowledge to real-world business situations and associated ethical frameworks.
3	Critically evaluate complex business challenges in entrepreneurship, using a range of business and analytical tools.

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

You must present critical discussion and analysis of academic theory and literature to successfully meet the learning outcomes.

Assessment 1: Power Point Presentation (LO1)

Word count 800 words / 6 slides

Choosing one theoretical framework for entrepreneurship, present a reflective analysis of your own entrepreneurial mindset, and discuss how – using the framework – you apply a growth mindset to your own entrepreneurial activities, and make decisions under uncertainty.

Assessment 2: Portfolio

Part 1 – Idea Generation

Choosing a market of your choice, (consider a growth market) and applying relevant theory, write a brief discussion on the different ways in which you as an entrepreneur would identify the stages required for starting and growing an innovative business.

Part 2 – Economic Market Analysis

Complete a SWOT analysis of your business and its role in economic growth. Consider ethical, legal, and sustainable challenges, to make informed decisions.

Part 3 – Business Plan

Drawing from parts 1 and 2, create a business plan outlining your business goals, strategies and financial projections. Applying theory, explain how you will incorporate factors from your SWOT



analysis. Examine the application of different business tools - including analytics and AI - to analyse, manage risk, and measure scalability and sustainability.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Presentation	800	40%	N/A
2	2, 3	Portfolio	1,200	60%	N/A

### Derogations

*None*

### 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, 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 Canvas for messaging and responding.

### Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

### Indicative Syllabus Outline

Creativity, innovation, and idea generation techniques  
 Market analysis  
 Value proposition  
 Business model design  
 Financial planning  
 Scaling strategies  
 Technology and AI in entrepreneurship  
 Global ethics and sustainability

### Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.



Essential Reads:

Nielsen, S.L., Klyver, K., Rostgaard Evald, M., Bager, T., Gartner, W.B., Sarasvathy, S.D., Fayolle, A. and Honig, B. (2025), *Entrepreneurship in Theory and Practice*. Fourth edition ed. Cheltenham, UK ; Northampton, MA, USA: Edward Elgar Publishing.

Shi H, Yao M, Ye D, Yang G, Zheng X. Are entrepreneurial capabilities and prior knowledge the silver bullet for the generation of new digital venture ideas in a digital context? *J GLOB INF MANAG.* 2021;29(6):1–17. doi: 10.4018/JGIM.20211101.0a12.

Sreenivasan A, Suresh M. Readiness of financial resilience in start-ups. *Journal of Safety Science and Resilience = An quan ke xue yu ren xing (Ying wen).* 2023;4(3):241–252. doi: 10.1016/j.jnlssr.2023.02.004.

Other indicative reading:

Sine WD, David RJ, Mitsuhashi H. From plan to plant: Effects of certification on operational start-up in the emergent independent power sector. *ORGAN SCI.* 2007;18(4):578–594. doi: 10.1287/orsc.1070.0300.

**Administrative Information**

<b>For office use only</b>	
Initial approval date	12/07/2019
With effect from date	23/09/2019
Date and details of revision	01/2026 Modification to assessment strategy and updates to module aims, syllabus and bibliography 02/26 Administrative correction to Learning strategy and removal of formative assessment.
Version number	3

