

BMIH5001

Entrepreneurship

Introduction/Overview to the
Module Introduction to entrepreneurship
theory

Definitions of Entre/Intraprenurship

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

Your camera must be always on during lectures please.
use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC

You will be removed and logged as absent if you fail to adhere to these

This and all sessions will be recorded so that you can watch it again

Why is this important?

- You should be using a **desktop or laptop device** with video, speakers and a microphone.
- You will need to be able to access documents, write assignments and create presentations.
- You will be asked to share your screen and “present” your work
- **These are all things that are either not possible or incredibly difficult to do on a phone.**

Aims for today

- Entrepreneurial traits cont..
- Developing Entrepreneurial thinking-Innovation and Invention
- The Business Model Canvas

Recap

Last week gave an overview of..

where and how entrepreneurship arose..

Assessments 1&2

Entrepreneurship in economics

Entrepreneurial traits



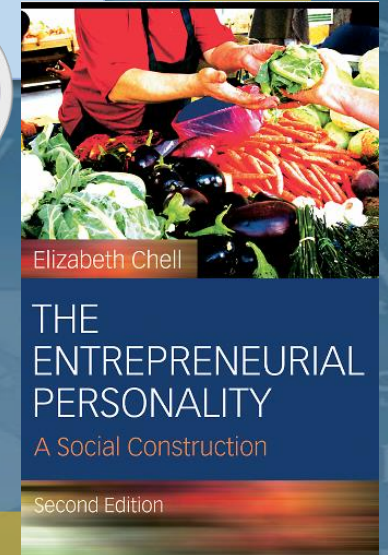
Who coined the word Entrepreneur?
For bonus points what was the name of the book?



We introduced Trait theory,
how many trait's can you remember?



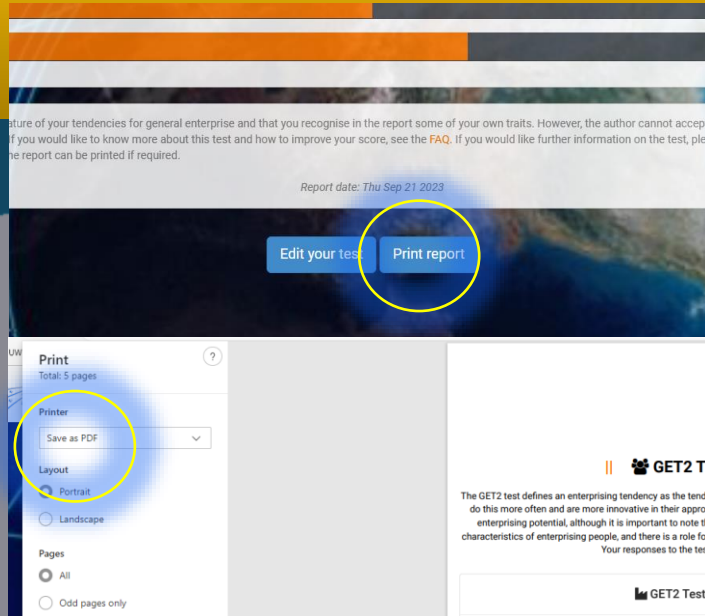
What character flaws in
Entrepreneurship did we
discuss?



Your GET2 results!

Please ensure you have completed and sent me your completed GET2 entrepreneurial test results,
Every student must submit a copy by the end of this week!

To save a copy at the bottom of your results click “Print report” and save as a PDF.



General Measure of Enterprising Tendency v2 - GET2
(get2test.net)

Assessment 1 recap

Due: **5th February 23:59**

An individual essay discussing your Business model Canvas and entrepreneurial reflection

2000 words +/- 10%

Part 1

1500 Word Essay

You will discuss and justify a hospitality business concept of your own creation using the Business Model Canvass (BMC) you will outline the concept with the BMC sections discussed in class and provide justifications for your decisions by providing contemporary examples and sources which inform your business concept decisions. (You must include a completed business model canvas template as part of the submission.)

An introduction to your hospitality venture.

The choices you have made in regards to each of the sections of the BMC

The driving factors that informed your decisions and critically evaluate the factors that you believe will contribute to the success of the concept and provide justifications for your decisions by providing contemporary examples and sources which inform your business concept decisions

Part 2

500 Word reflective essay (to be included in your essay document)

Using the Gibbs reflective model you will reflect upon your in class personal entrepreneurial trait results from the entrepreneurial traits/team roles and leadership questionnaires, critically evaluate your entrepreneurial motivations and characteristics using appropriate academic models and frameworks.

A reflection of your personal entrepreneurial characteristics and motivations supported by entrepreneurial theories and models that align to your results and your entrepreneurial development.



Traits, Motivations and barriers

To fulfil a need for personal development

To achieve financial success

To gain more autonomy

Independence

To control one's time schedule and tasks

Why do you think people start up their own businesses?



According to economists, “as we discussed last week” people start up businesses in a particular industry when there is an expectation that new businesses will do well in that area

However, there is more than the economic argument. There is also a need to consider the way people are!

Are entrepreneurs born or made? The Burns model suggests that both aspects are true.

However, it is suggested that owner-managers have one set of personal character traits whilst entrepreneurs have others, Entrepreneurs have the traits associated with owner-managers but also additional “almost magical qualities that the average owner-manager does not possess” (quote from Burns, p33).

Personal Character Traits

- Need for independence
- Need for achievement
- Internal locus of control
- Ability to live with uncertainty & take risks
- Opportunistic
- Innovative
- Self-confident
- Proactive & self motivated
- Visionary with flair
- Ability to live with uncertainty & take risks

Start-up Influences

Situational Factors

- Employment
- Unemployment
- Immigration
- Economic opportunity

Antecedent Influences

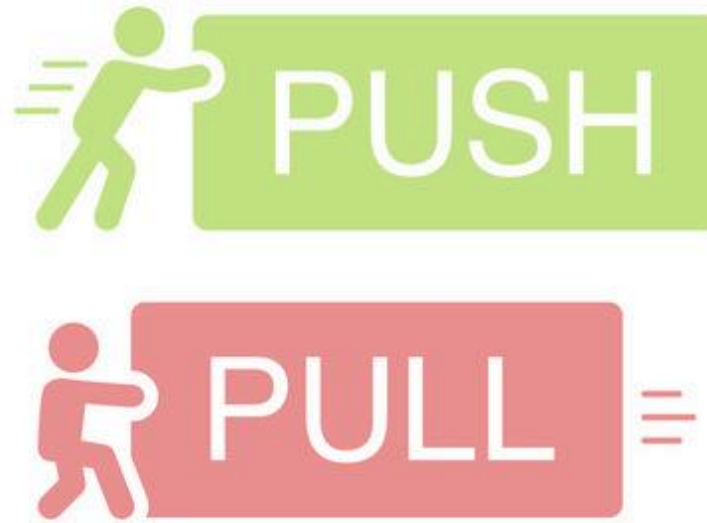
- Family
- Ethnicity
- Gender
- Education
- Previous employment
- Religion
- Social group
- National culture

Burns (2011)

Two main types of entrepreneurship

Opportunity based

- The individual is **pulled** into entrepreneurship
- **Objective:** The individual seeks greater autonomy, independence, freedom, financial gain, social status or recognition



Necessity based

- The individual is **pushed** into entrepreneurship
- **Objective:** The individual needs a source of income or pursues self-employment because there are no better options of work

CRITICAL ANALYSIS



Methodological Problems with trait theory

Are we looking at owner-managers or entrepreneurs?

Traits not stable over time

Requires subjective judgements

Antecedent influences can be overlooked or ignored:

- cultural and environmental influences
- education, learning, training
- age, sex, race, social class

Are the traits unique to entrepreneurs? What about intrapreneurs?

Is the argument framed in a way that is relevant or useful to female or 'minority' entrepreneurs?

What is an Intrapreneur?

Intrapreneurship

“The process of creating new enterprises within existing organisations whereby employees take responsibility for turning ideas into products or ventures for the benefit of the employing organisation” (Pinchot, 1985)

- Ross & Unwalla (1986) suggest that the best intrapreneurs are results orientated, ambitious, rational, competitive and questioning. They dislike bureaucracy and are challenged by innovation.
- “Manager’s, professionals and artisans of the future who would set up new and small businesses within old and existing organisations” Norman Macrae (1976)
- Pinchot (1985) suggests that like entrepreneurs they are self-confident, optimistic, strongly intuitive and risk-takers
- Gibb (1988) employees of an organisation with entrepreneurial qualities of drive, creativity, vision, ambition

ENTREPRENEUR VS. INTRAPRENEUR

Both of them;

- Focus on innovation
- Focus on creation of value-added products
- Require investment in 'risky' activities
- Take personal risks to make ideas happen
- Share characteristics e.g. vision, flexibility, action-orientated, dedicated, persistent, self-determined, goal-setting

- Entrepreneurs – time and capital is placed at risk
- Intrapreneur – takes organisation into new products and markets, away from core business, causes risks for firm. Intrapreneurs personal position in the company.
- Intrapreneur – may have similar qualities to entrepreneur, but wants to stay in security of established company, advance internally, receive support, gain recognition
- Entrepreneurs resources often limited, but intrapreneur can benefit from assets of larger firm – staff, resources and brand name.



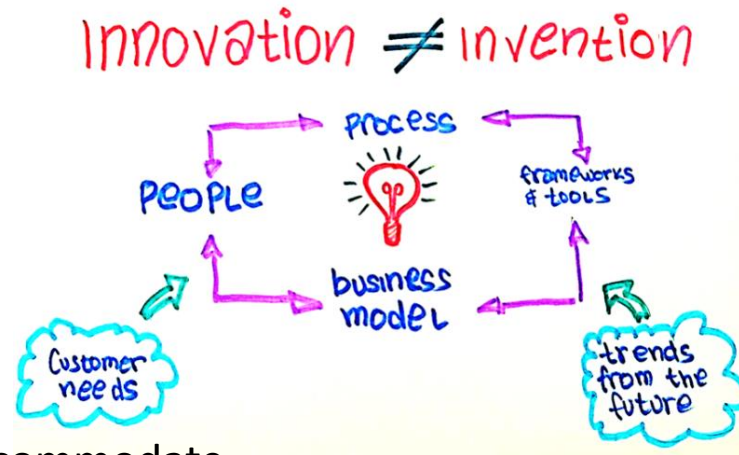
We are going to take a 15 min break...

See you soon!

You will need a business idea!

An **innovation** is a **relatively** unique idea that has been adopted for **commercial exploitation**.

- Fundamentally new type of product or service
- Offering customers a new benefit
- Delivered in a new way
- Promoted in a new way



An **invention** is a **unique** idea that takes some tangible form such as a model, detailed description, sketch etc.

- **Step 1 – identification of the problem**
 - Recognising an unsolved problem or one with an unsatisfactory current solution and determining to solve it.
- **Step 2 – exploration**
 - Collecting information to help understand the problem better and produce initial solutions.
- **Step 3 – incubation**
 - Periods of relaxation allow subconscious thought.
- **Step 4 – act of insight**
 - A solution suddenly appears by a mental act that goes beyond the act of skill normally expected of a trained professional in that field.
- **Step 5 – critical revision**
 - The solution is fully explored, tested and revised into a workable solution, possibly involving further acts of insight.

The Ice Hotel, Sweden

From December through to April it will accommodate some 5,000 guests at rates of \$165 to \$250 per night. Everything in the hotel is made from ice.

Guests sleep in insulated sleeping bags on ice beds covered with thin mattresses and reindeer blankets.



Idea-Generating Questions

1. What else can it be used for (without any changes)?
2. What could be used instead?
What else is like this?
3. How could it be adopted or modified for a new use?
4. What if it was larger/thicker/heavier/stronger?
5. What if it was smaller/thinner/lighter/shorter?
6. How might it be rearranged/reversed?
7. What else?

Activity Time!

20 mins In breakout groups –

Your organisation has a huge surplus of black umbrellas which are no longer needed. To avoid a massive loss, an innovative solution is needed!

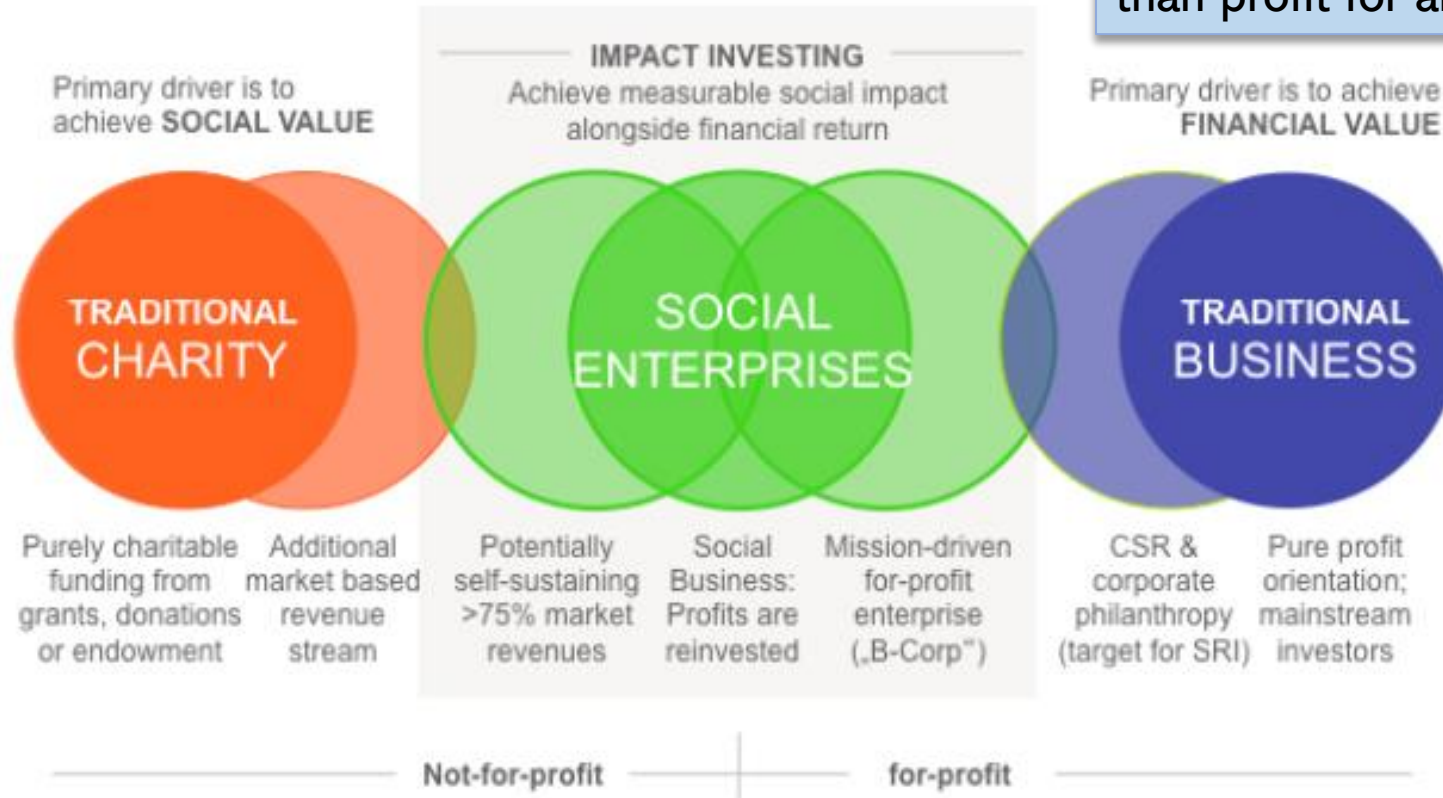
Come back with your top 3 ideas from your team to discuss!



Business vision

"Business must run at a profit else it will die. But when anyone tries to run a business solely for profit... then also the business must die, for it no longer has a reason for existence". (Henry Ford, 1940)

What reasons can you think of other than profit for an organisation



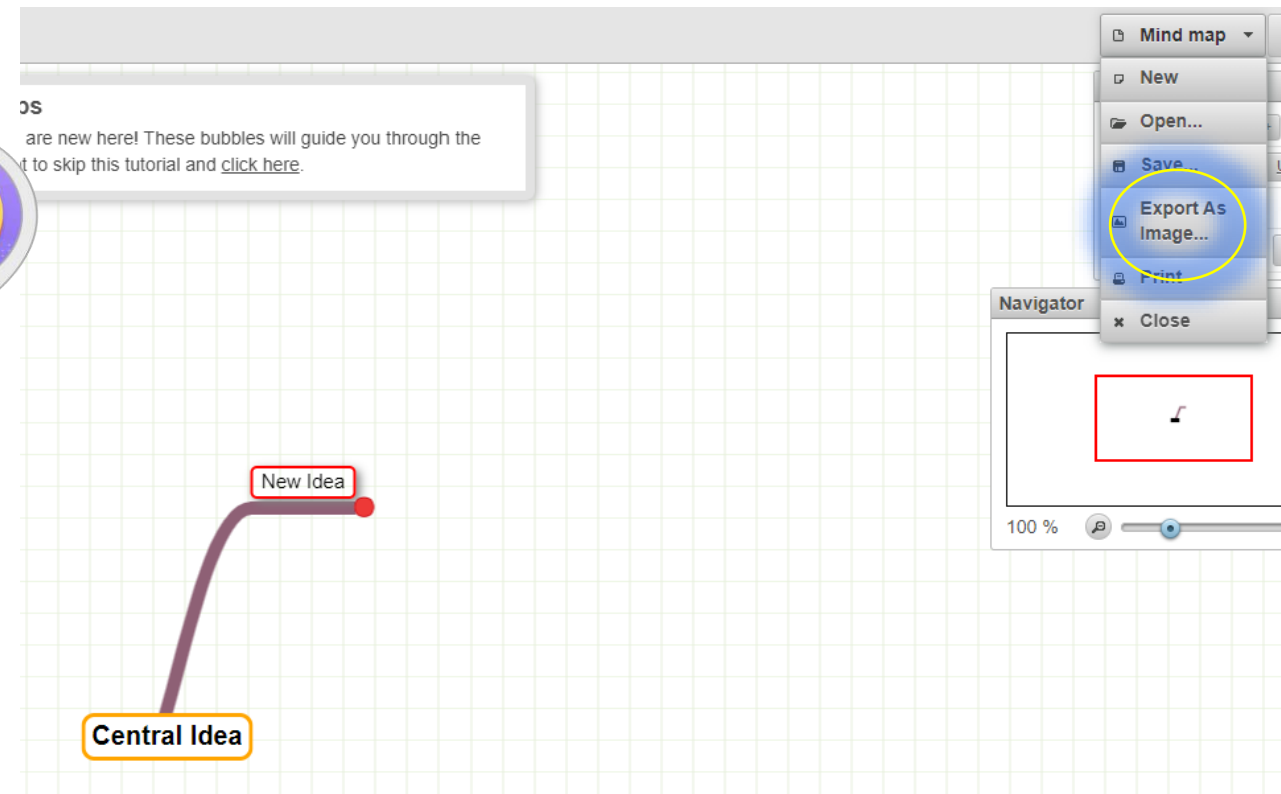
Mind mapping

Create a mind map using the website developing your ideas, You are to conceptualise what you feel is a viable Hospitality business

Send me your mind maps on the Teams chat

The business concept will be the foundation for your BMC and you will begin developing the concept as we fill out the BMC.

20 mins



[Mindmaps](https://www.mindmaps.app)

www.mindmaps.app



We are going to take a 15 min break...

See you soon!

The Business Model Canvas (BMC)

The BMC is a business planning framework which helps provide a strategic overview of the business concept and help Identify and analyse key operations and functions for a business model.

This is the basis of your 1st assessment.

Over the coming sessions and importantly in your own time, you will be completing the sections of the BMC for your own **hospitality** business concept, your essay assessment will discuss your business model and offer justifications with evidence/examples to support your business models viability.



Go to [Business Model and it's 9 sections Template | Conceptboard](#)



[Business Model Canvas Explained - YouTube](#)

Value Proposition

Pain Relievers

Products/Services are solutions to problems, what problems do you solve?

Describe how your products and services alleviate customer pains “issues/problems”.

Gain Creators

Describe how your products/services create customer gains

How does your solution benefit the customers? why do they come to us instead of alternative solutions?

Products/Services

List all of the products and services of your business and consider what value you offer to different types of customer (segments)



Fill in the Value proposition section, it is at the heart of your business as it is in the BMC
Consider why should customers buy from you?
How are you different unique from competitors (Be Specific!)
What innovations?
List the products/services you will offer.
Look at competitor websites and reviews, you will need to research the area you intend to set up your business to ensure there is a market opportunity.

1 hour



Next Week!

BMC sections –
Customer segments,
Relationships,
Channels and
revenue streams



NEXT TIME ON...

Entrepreneurship



I look forward to seeing you next week.

*If you have any questions in the meantime,
please send an email from your student
account*

C.wilkin@UWTSD.AC.UK

Bye!



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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