



UNIVERSITY OF WALES: TRINITY SAINT DAVID
PRIFYSGOL CYMRU: Y DRINDOD DEWI SANT

School of Business

London Campus

Entrepreneurial Perspectives
LCDB7001

MODULE CODE:	LCDB7001
TITLE:	Entrepreneurial Perspectives
DATED:	13/06/2018
LEVEL:	7
CREDITS:	30
JACS CODE:	N200

AIM(S)

- To consider, review and evaluate the application of the concepts of entrepreneurship, the entrepreneur and enterprise within the current business environment; through a historical and economic review and a comprehensive consideration of current issues in enterprise and entrepreneurship.
- To examine and apply a theoretical understanding of entrepreneurship to a variety of settings and contexts

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- critically apply and evaluate concepts and knowledge about enterprise and entrepreneurship from a range of perspectives: for example as an entrepreneur, intrapreneur, support provider or policy maker;
- recognise, evaluate and review entrepreneurial and enterprise opportunities and applications within a variety of settings and contexts.

INDICATIVE CONTENT

- Definitions and theories of entrepreneurship, the entrepreneur and innovation.
- Historical perspectives of entrepreneurship.
- Economic, social and political perspectives of enterprise and entrepreneurship.
- The skills, characteristics, attributes and behaviours of the entrepreneur, and the application of these in different settings.
- The entrepreneurial organisation: management styles, cultures and structures that facilitate entrepreneurship/intrapreneurship in larger organisations.
- The importance of entrepreneurial thinking and entrepreneurial approaches within various organisational environments.
- The different approaches and parameters affecting entrepreneurship around the globe, including political, social, historical and cultural dimensions and the ways in which entrepreneurial businesses move into international business situations.
- Family businesses: management, governance and succession issues.
- Entrepreneurial thinking beyond traditional profit making business activities.
- Entrepreneurship and enterprise in social, community and political settings.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	60	20%
Independent learning	240	80%
Placement learning	0	0%
TOTAL	300	100%

ASSESSMENT**Assessment Component 1 (Practical) - Presentation**

Mode of assessment	Volume	Weighting
Presentation	20 minutes	25%

Assessment Component 2 (Coursework) - Review

Mode of assessment	Volume	Weighting
Review	1000 words	25%

Assessment Component 3 (Coursework) - Report

Mode of assessment	Volume	Weighting
Report	4500 words	50%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	75%
Practical	25%
TOTAL	100%

READING LIST

Module Code	LCDB7001	
Module Title	Entrepreneurial Perspectives	
Classification	Reading List entry	Electronic*
Essential	Bolton, B. & Thompson, J. (2013) <i>Entrepreneurs: Talent, Temperament, Technique</i> (3 rd Ed) Oxford: Elsevier Butterworth-Heinemann.	☒
Essential	Carter, S. and Jones-Evans, D. (2012) <i>Enterprise and small business: principles, practices and policy</i> . 3 rd Ed. Harlow: Prentice Hall.	☒
Essential	Chell E (2008) <i>The Entrepreneurial Personality: A Social Construction</i> . (2 nd Ed) Oxford: Routledge.	☒
Further	Blackburn R & Brush C G (2008) <i>Small Business and Entrepreneurship</i> . London: Sage. Part 1: Small Business and entrepreneurship: Theories and theory development Part 2: Research approaches Part 3: Populations of entrepreneurs Part 4: Forms of entrepreneurial businesses and entrepreneurship Part 5: Entrepreneurial processes and activities Part 6: Outcomes of entrepreneurship	☒
Further	Bridge, S., O'Neill, K. & Cromie, S. (2013), <i>Understanding Enterprise, Entrepreneurship and Small Business</i> (4 th Ed), Basingstoke: Palgrave Macmillan.	☐
Further	Burns, P. (2016) <i>Entrepreneurship and Small Business: Start-up, Growth and Maturity</i> . (4 th Ed.) Basingstoke: Palgrave, Macmillan.	☐
Further	Deakins, D. (2009) <i>Entrepreneurship and Small Firms</i> . 5 th Ed. Maidenhead: McGraw Hill.	☐
Further	McNaughton R B & Bell J D eds. (2009) <i>Entrepreneurship and Globalisation</i> : London Sage. Vol 1: Small Business Exporting: Adoption of Innovation Vol 2: From Exporting to Internationalisation Vol 3: Rapid Internationalisation and International New Ventures Vol 4: International Entrepreneurship Vol 5: Future Directions	☐
Further	Rae, D. (2007), <i>Entrepreneurship: from opportunity to action</i> , Basingstoke: Palgrave Macmillan	☐
Further	Roper S (2013) <i>Entrepreneurship: a Global Perspective</i> . Routledge.	☐
Further	Wickham, P. A. (2006) <i>Strategic Entrepreneurship</i> . 4 th Ed. Harlow. FT Prentice Hall.	☒