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

School of Business

London Campus

Entrepreneurship
LCMB7004

MODULE CODE: **LCMB7004**

TITLE: **Entrepreneurship**

DATED: **13/06/2018**

LEVEL: **7**

CREDITS: **20**

JACS CODE: **N200**

AIM(S)

- To introduce the concepts of entrepreneurship, the entrepreneur and enterprise, through an historical and economic review and a comprehensive consideration of current issues in enterprise and entrepreneurship.
- To build on students own personal, practical and workplace expectations and experiences of entrepreneurship and enterprise to develop a critical understanding of the necessary skills, motivators, characteristics and attributes.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability 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;
- to evaluate and review entrepreneurial and enterprise opportunities.

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.
- The relationship between small business owners and entrepreneurship, and between the characteristics of small business owners and entrepreneurs.
- The entrepreneurial organisation: management styles, cultures and structures that facilitate entrepreneurship/intrapreneurship in larger organisations.
- 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.
- The business planning process – analysis, choice and implementation.
- Business planning, development and marketing for start-up, growth and innovation.
- Financing enterprise and entrepreneurship.
- Pitching the idea/plan: presentation techniques, documentation conventions.

LEARNING AND TEACHING STRATEGY

The study time for the module is divided as follows:

Activity type	**Hours**	**Percentage**
Scheduled learning	40	20
Independent learning	160	80
Placement learning		
TOTAL	**200**	**100%**

ASSESSMENT

Assessment Component 1 - Coursework

Mode of assessment	**Volume**	**Weighting**
Essay	One 2500 words	50%

Assessment Component 2 (Practical) - Presentation

Mode of assessment	**Volume**	**Weighting**
Presentation	2,500 words or equivalent	50%

Assessment Summary

Activity type	**Percentage**
Written exam	
Coursework	50%
Practical	50%
TOTAL	**100%**

READING LIST

Module Code	**LCMB7004**	
Module Title	**Entrepreneurship**	
Classification	**Reading List entry**	**Electronic***
Essential	Bolton, B. & Thompson, J.(2013) Entrepreneurs: Talent, Temperament, Technique (3rd Ed) Oxford: Elsevier Butterworth-Heinemann.	☒
Essential	Carter, S. and Jones-Evans, D. (2006) Enterprise and small business: principles, practices and policy. 2nd. Ed. Prentice Hall.	
Futher	Bessant J & Tidd J (2007) Innovation & Entrepreneurship. John Wiley & Sons, London	☒
Further	Baker, M (2004) Marketing Theory, London, Thomson Learning.	☒
Further	Read, s. Sarasvathy, S. Dew, N. Wiltbank, R & Ohlsson A-V (2011) Effectual Entrepreneurship, Routledge	☒
Further	Bridge, S., O'Neill, K. & Cromie, S. (2008), Understanding Enterprise, Entrepreneurship and Small Business (3rd Ed), Basingstoke : Palgrave Macmillan	☒
Further	Blackwell, E. (2011), How to Prepare a Business Plan: Planning for Successful Start-up and Expansion, (5th Ed) Sunday Times Business Enterprise Series, Kogan Page	☒
Further	Burns, P. (2008) Corporate Entrepreneurship. Palgrave, Macmillan.	☒