



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

LEVEL/ LEFEL 7

MODULE CODE/ COD Y MODIWL: LCDB7001

ENTREPRENEURIAL PERSPECTIVES

ASSESSMENT TYPE/ MATH O ASESU: ASSIGNMENT

ASSESSMENT/COMPONENT/ ASESAD/CYDRAN: 3 (REPORT)

COMPONENT WEIGHTING/ PWYSAU'R CYDRAN: 50%

WORD COUNT/ NIFER Y GEIRIAU: 45000 WORDS

SUBMISSION DETAILS/ MANYLION CYFLWYNO:

- Make sure that Your Name , Your Student Number, Your Module Title, Assignment Title and Your Module Lecturer's Name are clearly shown on the front page of your assignment
- All assignments must be submitted electronically to Moodle.
- **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**



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DBA ASSIGNMENT SPECIFICATION

Programme:	<u>DBA</u>		
Lecturer:	Gladius Kulothungan	Internal Verifier:	Dr John Lang
Assignment Title:	Entrepreneurial Perspectives		
Hand Out Date:	The 2nd Week of Term	Submission deadline:	Please refer to the assessments schedule published on Students' Hall in Moodle and the Assessment Board on campus

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, <u>title of book</u> , edition, publisher: place of publication).
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Late submission will result in a late penalty mark, as follows:

**Up to one week late, maximum mark of 50% for first attempts and 0% for resubmissions. No work will be accepted more than one week after the submission deadline
(Academic Quality Handbook 2016/17 7.5 (5))**

AIM:

- 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.

TASK DESCRIPTION: Report

Assessment Component 3- Report – 4,500 words:

Task:

Write a detailed report; or create a portfolio; or a research proposal focusing on any topic related to Entrepreneurial Perspectives.

Have a look at the indicative content in the module descriptor for choosing your topic. Alternatively, you can agree with the Module Leader on a topic of your choice.

Common Assessment Criteria Applied	Marks available	Marks Awarded
Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.	10	
Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	10	
Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	35	
Practical Application and Deployment Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.	35	
. Skills for Professional Practice Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.	10	
TOTAL	100	

Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	Late Submission Penalties (tick if appropriate)	%
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