

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

School of Business
Ysgol Busnes

Entrepreneurship
SBMA7111

Semester 2

Summer 2013

MODULE DESCRIPTOR PAGE 1

MODULE CODE: SBMA7111
TITLE: Entrepreneurship
DATED: 09/08/2012

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:

1. 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.
2. 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.

MODULE DESCRIPTOR PAGE 2**LEARNING AND TEACHING STRATEGY**

A student –centred framework will be employed that inspires curiosity and develops individual's aspirations and concepts. The conceptual, theoretical issues will underpin the approach – delivered during weekly lectures. Reflection and analysis will be key features. 'Entrepreneurs' will provide guest lectures and support the experiential learning methodology. For the exploration of these topics and their application to the student's particular interests, sector, tutorials and workshops are the most appropriate strategy. During workshops and tutorials, students will have the opportunity to apply these issues to their own area of interest and gain individual formative feedback regarding their work.

	Hours
Lectures/Tutorials/Seminars	40
Directed/Independent Learning	160
TOTAL	200

ASSESSMENT**Assessment Component 1**

Coursework 50% (2000 words)

Exemplar (see page 7 for actual assignment)

Students are required to critically review current perspectives of entrepreneurial motivation and examine how this can be influenced (or not) by the economic and cultural environment.

Assessment Component 2

Coursework 50% (2000 words, plus 10 minute presentation)

Exemplar (see page 8 for actual assignment)

Students are required to:

- a) Provide an individually written venture plan for an opportunity, product or service of the student's choice, and a verbal presentation (pitch)

or

- b) Provide a critical profiling and comparison of two contrasting entrepreneurs and their organisational, cultural and economic contexts, via a verbal presentation

Total word count – 4000 words or equivalent

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Assessment Criteria

Learning Outcomes	Assessment Criteria:	Assessment Component(s)
1. 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	Examine an new opportunity or profile existing entrepreneurs to ensure that the situation is examined from all perspectives Critically review entrepreneurial characteristics and contexts	Assignment 2 Assignment 1
2. To evaluate and review entrepreneurial and enterprise opportunities	Critical review and evaluation of context and environment of enterprise/entrepreneurial activity	Assignment 1 Assignment 2

BIBLIOGRAPHY

Essential

Bolton, B. & Thompson, J.(2013) *Entrepreneurs: Talent, Temperament, Technique* (3rd Ed) Oxford: Elsevier Butterworth-Heinemann.

Burns, P. (2006) *Entrepreneurship and Small Business*. Palgrave, Macmillan, Basingstoke.

Carter, S. and Jones-Evans, D. (2006) *Enterprise and small business: principles, practices and policy*.

2nd. Ed. Prentice Hall.

Deakins, D. (2009) *Entrepreneurship and Small Firms*. 5th Ed. McGraw Hill.

Rae, D. (2007), *Entrepreneurship: from opportunity to action*, Basingstoke : Palgrave Macmillan

Wickham, P. A. (2006) *Strategic Entrepreneurship*. 4th Ed. FT Prentice Hall.

Recommended

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

Bridge, S., O'Neill, K. & Cromie, S. (2008), *Understanding Enterprise, Entrepreneurship and Small Business* (3rd Ed), Basingstoke : Palgrave Macmillan

Burns, P. (2008) *Corporate Entrepreneurship*. Palgrave, Macmillan.

Gibson, D. (2009), *The Streetwise Guide to Being Enterprising: Increase Your Career, Business or Social Enterprise Prospects by Using the e-Factor*, London : OakTree Press.

Mariotti, S. and Glackin, C. (2012) *Entrepreneurship: Starting and Operating a Small Business* (3rd Ed), London: Prentice-Hall.

Read, s. Sarasvathy, S. Dew, N. Wiltbank, R & Ohlsson A-V (2011) *Effectual Entrepreneurship*, Routledge

Background

- Andriopoulos, C. & Dawson, P. (2009) *Managing Change, Creativity and Innovation* London: Sage
- Bessant J & Tidd J (2007) *Innovation & Entrepreneurship*. John Wiley & Sons, London
- Birley S & Muzyka D (2000) *Mastering Entrepreneurship: Complete MBA companion in Entrepreneurship*. Financial Times / Prentice Hall, London.
- Bolton Report (1971) Report of the committee of inquiry on small firms. Cm 4811, HMSO, London.
- Chell E (2005) *The Entrepreneurial Personality: A Social Construction*. Routledge, Oxford.
- Clydesdale G (2009) *Entrepreneurial opportunity*. Routledge, Oxford,
- Drucker P F (2007) *Innovation & Entrepreneurship. The Classic Drucker Collection*. Elsevier, London.
- Hebert R F & Link A N (2009) *A history of entrepreneurship*. Routledge, Oxford.
- Martin F & Thompson M (2009) *Social Entrepreneurship*. Palgrave, Macmillan, Basingstoke.
- Mellor R (2008) *Entrepreneurship for Everyone*. Sage, London.
- Mitra J (2009) *Entrepreneurship, Innovation and Regional Development*. Routledge, Oxford
- Perez P F & Rose M (2009) *Innovation and Entrepreneurial Networks in Europe*. Routledge, Oxford.

Journals

Edge
Harvard Business Review
Journal of Management Studies
Journal of Small Business and Entrepreneurship
Management Today
Entrepreneurship: Theory & Practice
European Journal of Innovation Management
International Journal of Entrepreneurial Behaviour and Research
International Small Business Journal
Journal of Business Venturing
Journal of Entrepreneurship
Journal of Small Business and Entrepreneurial Development
Journal of Small Business Management

Useful Websites

Welsh Government: Business Advice, Guidance. Support (online) Available from:
<http://www.business-support-wales.gov.uk> (Accessed: 10 August 2012)

biz/ed (online) Available from:
<http://www.bized.co.uk> (Accessed: 10 August 2012)

ncee: Entrepreneurship in Education (online) Available from:
<http://www.ncge.com> (Accessed: 10 August 2012)

Intellectual Property Office (online) Available from:
<http://www.ipo.gov.uk> (Accessed: 10 August 2012)

GEM: Global Entrepreneurship Monitor (online) Available from:
<http://www.gemconsortium.org> (Accessed: 10 August 2012)

**SBMA7111 Entrepreneurship
Programme**

1. Introducing the module
Definitions of entrepreneurship, the entrepreneur and innovation.
Initial examples and case studies
2. Historical Perspectives of entrepreneurship
3. Skills, Traits, Characteristics, attributes and behaviours of the entrepreneur
4. Motivations of entrepreneurs
5. Economic, social and political perspectives of enterprise and entrepreneurship.
6. The relationship between small business owners and entrepreneurship, and between the characteristics of small business owners and entrepreneurs.
7. The entrepreneurial organisation: management styles, cultures and structures that facilitate entrepreneurship/intrapreneurship in larger organisations.
8. Family businesses: management, governance and succession issues.
9. 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.
10. Born globals and international start-ups
11. Entrepreneurial thinking beyond traditional profit making business activities.
Entrepreneurship and enterprise in social, community and political settings.
12. Social Enterprise
13. Case Study
14. Case Study
15. The entrepreneurial process (Phase 1: idea generation and screening) – ideation, creativity and innovation.
16. The entrepreneurial process (Phase 2: idea generation and screening) – market testing
17. The entrepreneurial process (Phase 2: commercialisation) - New product development, Innovation management, New venture opportunities
18. The entrepreneurial process (Phase 2: commercialisation) – Financing, planning
19. The entrepreneurial process (Phase 2: commercialisation) - Risk management, Intellectual Property issues, Technology transfer
20. Review and module discussion.

Assignment 1

Coursework 50% (2000 words)

Reflect critically how the skills, traits, characteristics and motivations of entrepreneurs might be differently balanced within the following three settings: a social enterprise, a small (for profit) entrepreneurial business, as an intrapreneur within a large international plc.

Learning Outcomes:

1. 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
2. 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

Assessment Criteria	Learning Outcomes	% of marks
Clear understanding of academic theory relating to the key traits, characteristics, attributes and motivations of entrepreneurs.	1,2	35%
Perspectives of how the balance may differ in the three different environments (social enterprise, small entrepreneurial business, as intrapreneur with a plc)	1,2	30%
Choice and utilisation of contextual empirical examples	1,2	15%
Evidence of appropriate academic reading and critical analysis	1,2	15%
Layout and structure	1,2	5%

Format: Report format

Assignment 2

Coursework 50% (2000 words, plus 10 minute presentation)

EITHER

- a) **Provide an individually written venture plan for an opportunity, product or service of your own choice, and a verbal presentation**

OR

- b) **Provide a critical profiling and comparison of two contrasting entrepreneurs and their organisational, cultural and economic contexts, and an accompanying verbal presentation**

NOTES

Choice a. Provide an individually written venture plan for an opportunity, product or service of your own choice, and a verbal presentation.

The written assignment should be in the format of a business plan but with academic referencing to meet the assessment criteria listed below.

The presentation should take the form of a 'pitch' to a funding organisation (bank or venture capitalist, grant agency – you should make clear which of these you have chosen to pitch to)

Choice b. Provide a critical profiling and comparison of two contrasting entrepreneurs and their organisational, cultural and economic contexts, and an accompanying verbal presentation

The assignment should be written as a comparative report.

The presentation should take the form of a comparison of the two entrepreneurs, focussing on 3 key differences and 3 key similarities.

Format: Report format

Learning Outcomes:

1. 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
2. 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

Assignment 2**Written part of assignment (80% of whole)**

Assessment Criteria	Learning Outcomes	% of marks
Clear understanding of academic theory relating to business start-up, development and growth	1,2	30%
Appreciation of support systems for business start-up. The processes of growth and development	1,2	20%
Consideration of entrepreneurial skills, traits and characteristics	1,2	20%
Choice a: utilisation of specific, practice details concerning advice, guidance and financing Choice b: Choice of examples, and details of practical knowledge	1,2	15%
Evidence of appropriate academic reading and critical analysis	1,2	10%
Layout and structure	1,2	5%

Presentation part of assignment (20% of whole)

Assessment Criteria	Learning Outcomes	% of marks
Choice of appropriate information to meet requirement	1,2	50%
Presentation style – powerpoint slides	1,2	15%
Presentation style and deliver – spoken delivery	1,2	15%
Structure	1,2	20%