

MODULE DIRECTORY

Postgraduate Certificate Enterprise Skills PGCert10

**January Full-Time cohort
(PGC-ESK02D)**

LEVEL 7

ACADEMIC DISCIPLINE: Business

**INSTITUTE OF MANAGEMENT AND
HEALTH**

2022-2023

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INTRODUCTION

This Module Directory includes all the modules for Level 7 within the PGCert Enterprise Skills programme within the Institute of Management and Health in the academic year 2022-2023 (note: for students enrolling at a mid-way point during the Academic Year, some of these modules will be studied during the 2023-2024 Academic Year).

This directory accompanies the Programme of Study Handbook, which will provide you with details of which modules you will be studying for your programme this year in the 'Programme of Study' section. This directory may include modules that are running on other programmes of study within your Academic Discipline/Institute. If you require assistance in identifying the modules for your programme of study, please contact the Programme Manager (whose name and contact details are provided in the accompanying Programme of Study Handbook), or the relevant Institute Office.

The University has made every effort to make the information as full and as accurate as possible, but you should note that minor changes in the organisation of modules between the planning stage and the actual teaching are inevitable. We shall try to keep any such changes to a minimum, and you will receive plenty of advance warning in the event of any alteration. We would also be grateful if you would let us know about any changes that you think might be helpful if introduced into future handbooks.

MODULES

Module Code	BMES7000D
Title	Ideas and Opportunities in Enterprise
Date	01/03/2022
Level	7
Credits	20
Pre-Requisites	None

AIM(S)

- To enable students to develop creative, purposeful ideas, and enterprising opportunities for creating value, recognizing the needs and challenges of diverse enterprising contexts, demonstrating responsible decision-making that supports sustainable and ethical long-term goals

LEARNING OUTCOMES

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

- Synthesise systematic, extensive, and comparative knowledge and understanding of advanced and emerging issues in entrepreneurship to research the potential of a number of innovative ideas, applying design processes to create, initiate and develop a creative project/idea.
- Design an evaluation strategy for the innovative project/idea, identifying indicators to assess and manage challenges to ensure ethical behaviour and sustainability.

INDICATIVE CONTENT

The module is split into 5 units: Spotting Opportunities, Creativity, Vision, Valuing Ideas & Ethical and Sustainable Thinking

- Spotting and exploiting opportunities: recognizing the different analytical and pragmatic approaches to identifying entrepreneurial opportunities, and working to create value in one's community and surroundings, or further afield
- Creative thinking and techniques in an entrepreneurial context: challenging mainstream thought to create opportunities and look at challenges in diverse ways from differing perspectives, and test and refine ideas that create value
- Entrepreneurial skills, mindset, attitudes, and behaviours: fostering a curious, creative, and resilient approach to existing value-creation activity and/or developing innovative solutions to problems
- Communicating entrepreneurial and innovative ideas: recognising and experimenting with different techniques with which to test innovative ideas and engage various stakeholders in the initiatives for change and transformation that contribute to the enterprising vision.
- Judging value in social, cultural, and economic terms: identifying the value of a new idea from different stakeholders' perspectives and developing a tailored strategy on intellectual property rights that deals with contextual requirements.
- Awareness of consequences and impact of ideas, opportunities, and actions: behaving ethically, thinking sustainably, assessing impact and being accountable in the context of the enterprising venture.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	20	10
Independent learning	180	90
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Business case for value creation venture (including options appraisal and market research)	3,500 words	70%

Assessment Component 2 (*Tick one*)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual video presentation (Pitch Socialising Idea)	9 minutes	30%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	70%
Practical	30%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMES7000D	
Module Title	Ideas and Opportunities in Enterprise	
Classification	Reading List entry	Electronic*
Essential	Bolton, B. & Thompson, J. (2015). The Entrepreneur- The All-In-One Entrepreneur-Leader-Manager. Oxon, Abington, UK Routledge.	☒
Essential	Bacigalupo, M., Kampylis, P., Punie, Y., Van den Brande, G. (2016). EntreComp: The Entrepreneurship Competence Framework. Publication Office of the European Union; EUR: Luxembourg.	☒

Module Code	BMES7000D	
Module Title	Ideas and Opportunities in Enterprise	
Classification	Reading List entry	Electronic*
Essential	Carney, M. (2021). Values: Building a Better World for All. UK, Harper-Collins.	☒
Further	Filser, M., Tiberius, V., Kraus, S., Zeitlhofer, T., Kailer, N. & Müller, A. (2020). Opportunity Recognition: Conversational Foundations and Pathways Ahead, Entrepreneurship Research Journal, 2020, https://doi.org/10.1515/erj-2020-0124 .	☒
Further	Fisk, P. (2010). People Planet Profit: How to Embrace Sustainability for Innovation and Business Growth. London, Kogan Page.	☒
Further	Kounios, J. & Beeman, M. (2015). The Eureka factor, Aha Moments, Creative Insight, and the Brain'. New York: Random House.	☒

Module Code	BMES7001D
Title	Managing Resources in Enterprise
Date	01/03/2022
Level	7
Credits	20
Pre-Requisites	None

AIM(S)

To enable students to inspire and engage with others, to source and manage the resources needed to ensure the viability of an enterprising venture.

LEARNING OUTCOMES

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

- Apply a systematic, extensive, and comparative knowledge and understanding of a number of advanced and emerging issues in entrepreneurship to critically evaluate various methods to raise funds and source resources, creating financial indicators to plan efficient management of resources.
- Propose a communications strategy to support constructive discussions with external stakeholders and the community/customer/end user, communicating clearly with specialist and non-specialist audiences.

INDICATIVE CONTENT

The module is split into 5 units: Self-awareness & Self-efficacy, Motivation & Perseverance, Mobilising Resources, Financial & Economic Literacy, Mobilising Others.

- Trust in own ability: understanding and reflecting on the impact of self-efficacy in relation to the successful entrepreneurial practitioner
- Motivation & Perseverance: appreciating the importance of determination, patience, and resilience in the face of pressure, adversity, and failure, developing appropriate strategies to maintain focus and motivation fit for one's context and challenges
- Resource Acquisition & Management: understanding how the production and ownership of resources impacts on purpose and intention. Acquiring and managing the material, non-material and digital resources needed to turn ideas into action, including use of appropriate social media. Developing the required technical, legal, tax and digital competences for the success of the enterprising venture (for example, through suitable partnerships, networking, outsourcing, and crowdsourcing). Accessing the required advisor, consultancy, peer or mentor support.
- Financial & Economic Know-How: estimating the cost of turning an idea into a value-creating activity. Planning, putting in place and evaluating financial decisions over time. Managing financing to ensure the longer-term viability of the value-creating activity.
- Mobilising Others: inspiring and enthusing relevant stakeholders. Gathering the support and commitment from others to achieve valuable outcomes. Demonstrating effective communication, persuasion, negotiation, and leadership.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	20	10
Independent learning	180	90
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Funding application	3500 words	70%

Assessment Component 2 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Portfolio - funding application pitch deck	1 element	30%

Assessment Summary

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

INDICATIVE READING LIST

Module Code	BMES7001D	
Module Title	Managing Resources in Enterprise	
Classification	Reading List entry	Electronic*
Essential	Barringer B. R. And D. R. Ireland (2018). Entrepreneurship, Successfully Launching New Ventures (6th Edition), Prentice-Hall.	☒
Essential	Dweck. C. (2017). Mindset - Updated Edition: Changing the way you think to fulfil your potential. Little Brown Book Group, UK.	☒
Essential	Peterson, J. (2020). Entrepreneurial Leadership: The Art of Launching New Ventures, Inspiring Others, and Running Stuff, HarperCollins Leadership.	☒

Module Code	BMES7001D	
Module Title	Managing Resources in Enterprise	
Classification	Reading List entry	Electronic*
Further	Boud, D., Cressy, P. and Docherty, P. (Eds). (2006). Productive Reflection at Work. London: Routledge.	☒
Further	Mellor, R. (2009). Entrepreneurship for Everyone, London: SAGE.	
Further	Moore, A. (2021). Do Build - How to make and lead a business the world needs.' Works in Progress Publishing.	☒
Further	Raz, G. (2020). The Unexpected Paths to Success from the World's Most Inspiring Entrepreneurs, Macmillan; Main Market.	☒
Further	Waite, R (2015) Online Business Startup: The entrepreneur's guide to launching a fast, lean and profitable online venture, Rethink Press Limited.	☒

Module Code	BMES7002D
Title	Into Action in Enterprise
Date	01/03/2022
Level	7
Credits	20
Pre-Requisites	None

AIM(S)

To enable students to initiate and organise an enterprising venture that adds or creates value, collaborating to turn ideas into action, building on previous experiences and interactions with others

LEARNING OUTCOMES

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

- Apply a systematic, extensive, and comparative knowledge and understanding of a number of advanced and emerging issues in entrepreneurship to create a detailed project management plan
- Demonstrate initiative, self-direction, self-evaluation, and originality in measuring impact and identifying opportunities for higher levels of performance

INDICATIVE CONTENT

The module is split into 5 units: Taking the Initiative, Planning and management, Coping with Uncertainty, Ambiguity and Risk, and Working with Others.

- Taking the Initiative: taking up challenges independently and responsibly to achieve enterprising venture goals that add or create value
- Planning & Management: defining priorities and developing action plans for an enterprising venture which are adapted to unforeseen changes.
- Coping with uncertainty, ambiguity, and risk: making decisions with partial or ambiguous information or risk of unintended outcomes. Within the value creating process, testing ideas and prototypes from the early stages, to reduce risks of failing. Evaluating and managing the benefits and risks of alternative options and making choices that reflect their preferences.
- Working with Others: accepting diversity and co-operating to develop ideas into value creating outputs, solving conflicts, and facing up to competition positively when necessary, developing emotional intelligence and listening actively whilst teaming up and networking to achieve enterprising venture goals.
- Learning through Experience: learning with others, including peers and mentors, from both success and failure. Creating value by building on previous experiences and interactions with others.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	20	10%
Independent learning	180	90%
Placement learning	0	0
TOTAL	200	100%

ASSESSMENT

Assessment Component 1 (*Tick one*)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Project/ business Plan	3000 words	60%

Assessment Component 2 (*Tick one*)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Individual video presentation (pitch my enterprise journey and competences gained)	8 Minutes	40%

Assessment Summary

Activity type	Percentage
Written exam	0%
Coursework	60%
Practical	40%
TOTAL	100%

INDICATIVE READING LIST

Module Code	BMES7002D	
Module Title	Into Action in Enterprise	
Classification	Reading List entry	Electronic*
Essential	Kidder, D. (2013). Start-up Playbook: Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs, Chronicle Book.	☒
Essential	Mariotti, S. (2014). The Young Entrepreneur's Guide to Starting and Running a Business: Find Out Where the Money Is...and How to Get It: Turn Your Ideas into Money!. Crown Business.	☒
Further	Ananth, L. (2022). Anticipate Failure: The Entrepreneur's Guide to Navigating Uncertainty, Avoiding Disaster, and Building a Successful Business, Ideapress Publishing.	☒

Module Code	BMES7002D	
Module Title	Into Action in Enterprise	
Classification	Reading List entry	Electronic*
Further	Osterwalder, A., & Pigneur, Y. (2010). 'Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers'. Hoboken, NJ: John Wiley & Sons.	☒
Further	Watkinson, M. & Konkoly, C. (2022). Mastering Uncertainty: How great founders, entrepreneurs and business leaders thrive in an unpredictable world. Cornerstone Press	☒