



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

School of Business

London Campus

Entrepreneurship
LCBB5001

MODULE CODE: LCBB5001
TITLE: Entrepreneurship
DATED: 01/06/2021
LEVEL: 5
CREDITS: 20
JACS CODE: N190

AIM(S)

- To introduce the concept of entrepreneurship and give students the theoretical and practical knowledge to engage in the entrepreneurial process.
- To critically evaluate current and emerging entrepreneurial themes with investigation of specific markets and production of a professional business plan.

LEARNING OUTCOMES

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

- Evaluate the theoretical knowledge of entrepreneurship;
- Apply the methods and techniques that they have learned, to review, consolidate, extend, and apply their knowledge and understanding, to initiate and carry out a Business Plan.

INDICATIVE CONTENT

- Defining entrepreneurship and enterprise. The importance of entrepreneurship in the economy.
- Different perspectives in understanding entrepreneurship.
- Entrepreneurial traits and motivations.
- The role of the entrepreneur: Managerial versus entrepreneurial mind-set. Skills, attitudes, and behaviors associated with entrepreneurs.
- Developing entrepreneurial skills.
- Developing new ideas, products, and services.
- How to develop a business model.

- The business planning process – analysis, choice, and implementation – mainly as relevant to micro business and SMEs.
- Business description: business ownership/legal formats, mission, and objectives.
- The market and competitors: analysis of the macro/ microenvironment using frameworks such as Porter's 5 forces; frameworks and techniques to investigate competitors, and understand customers, including industry analysis and market research.
- The marketing plan (segmentation and targeting, product, price, promotion, business premises/distribution, service issues).
- Management and human resources plan: people/staffing issues, including hiring and firing.
- Operations and production plan: production facilities, IT requirements, and intellectual property rights issues such as copyright, trademarks, and patents.
- Financial plan: e.g. sources of finance to start-up a business, costings, breakeven analysis, cash flow predictions, profit and loss accounts.
- 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	50	25%
Independent learning	150	75%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT**Assessment Component 1 - Coursework**

Mode of assessment	Volume	Weighting
Essay	2000 words	50%

Assessment Component 2 (Practical) – Presentation and Report

Mode of assessment	Volume	Weighting
Business Plan	2000 words	50%

Assessment Summary

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

READING LIST

Module Code	LCBB5001	
Module Title	Entrepreneurship	
Classification	Reading List entry	Electronic*
Essential	Barringer, B., Ireland, D., (2019) Entrepreneurship: Successfully Launching New Ventures. Sixth edition; Global edition. Harlow, England: Pearson	* Online copy available in the library
Essential	Longenecker, J.G., Moore, C.W., Petty, J.W. and Palich, L.E., 2006. Small business management: An entrepreneurial emphasis (13e). Australia: Thomson-SouthWestern.	☐
Essential	Rickman, C., Roddick, A., (2005) The Small Business Start-up Workbook: A step-by-step guide to starting the business you've dreamed of. How To Books	☐
Further	Scarborough, N., Cornwall, J., (2015) Essentials of Entrepreneurship and Small Business Management, Global Edition, 8 th edition, Pearson;	☐
Further	Mariotti, S., Glackin, C. (2015) Entrepreneurship: Starting and Operating a Small Business, 4 th Edition, Pearson	Online copy available in the library
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	Online copy available in the library