Entrepreneurship & Creativity (Executive)

Module Code: EAE7010-A
Academic Year: 2018-19
Credit Rating: 10
School: School of Management
Subject Area: Entrepreneurship and Enterprise
FHEQ Level: FHEQ Level 7 (Masters)

Pre-requisites:
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>15</td>
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<tr>
<td>Tutorials</td>
<td>15</td>
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<tr>
<td>Directed Study</td>
<td>70</td>
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Availability Periods

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<th>Occurrence</th>
<th>Location/Period</th>
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<tr>
<td>DIA</td>
<td>Dubai Knowledge Village / Semester 3 (June - Oct)</td>
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<tr>
<td>BDA</td>
<td>University of Bradford / Semester 3 (June - Oct)</td>
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Module Aims

This module is designed to introduce you to the concept of entrepreneurship and to equip you with the knowledge and skills to engage with the entrepreneurial process. The module will examine the broader and narrower interpretations of entrepreneurship and contextualise it within the new venture creation process. You will emerge from the course with a comprehensive understanding of the importance of entrepreneurship to economies, the role of the entrepreneur and you will be able to test these through feasibility analysis and develop business plans for new ventures.

Outline Syllabus
(1) EXPLORING ENTERPRISE, ENTREPRENEURSHIP & INNOVATION
Defining enterprise, entrepreneurship & innovation. Entrepreneurship in the economy.
Different perspectives in understanding entrepreneurship.
(2) UNDERSTANDING THE ROLE OF THE ENTREPRENEUR
Managerial versus entrepreneurial mindset. Approaches to studying entrepreneurs. Skills
attitudes and behaviours associated with entrepreneurs. Developing entrepreneurial skills.
(3) RECOGNISING OPPORTUNITIES
Creativity and innovation in entrepreneurship. Sources of opportunity & innovation.
Techniques for generating and evaluating new ideas. Distinguishing between ideas and
opportunities.
(4) DEVELOPING, EVALUATING & SELECTING OPPORTUNITIES
Developing ideas into business opportunities. Industry and competitor analysis. Feasibility
Analysis.
(5) CREATING A BUSINESS MODEL
Assessing the factors which influence the choice of business model. How to develop a
business model. Recognising potential flaws in a Business Model
(6) RESOURCING THE BUSINESS & GETTING STARTED
Resources in the entrepreneurial venture. Decisions required for a new venture. Developing
a Team & Networks to implement the opportunity
(7) DEVELOPING THE BUSINESS PLAN
Purpose of a business plan. Key components of a business plan. Evaluating and presenting a
Business Plan
(8) GROWTH & EXIT
Building and shaping an entrepreneurial architecture. Role of the entrepreneur in the
growing venture. Ingredients for success in a growing firm. Barriers to growth. Exit Strategy

Module Learning Outcomes
On successful completion of this module, students will be able to...

1.1. Critically discuss theoretical knowledge of entrepreneurship
1.2. Understand the approaches that inform entrepreneurial practice.
1.3. Demonstrate an Awareness of the challenges faced by entrepreneurs in
implementing innovations.

2.1. Demonstrate a critical appreciation and understanding of entrepreneurship,
entrepreneurs, the entrepreneurial mindset and the entrepreneurial process.
2.2. Distinguish between ideas and entrepreneurial opportunities.
2.3. Develop ideas into entrepreneurial business plans

3.1. Research and evaluate ideas.
3.2. Reflect on personal goals and assess personal skills and capabilities
3.3 Communicate ideas effectively in writing and orally.

Learning, Teaching and Assessment Strategy
To gain a firm understanding of the subject area and the key issues (as outlined in the
syllabus) students will be required to access and engage with a variety of online resources
(selected readings, video and audio resources) a designated set text and a module study
book that sets out guided reading, self-assessment exercises, case studies and links to
additional resources. Module Learning Outcomes 1.2, 2.2, 3.1. In addition, further practical
skills are developed via 4 structured on-line tutorial sessions in which students are able to
engage in debate with their peers and their tutor about important ideas and contemporary
business problems, working to apply formal concepts to solving business problems. Module Learning Outcomes 1.3, 3.3 Throughout the module the emphasis is very much on interactivity and practical application of knowledge. You will be directed to appropriate primary and secondary sources and you will be required to perform research, evaluation and reflection exercises. You will also be set tasks to monitor your progress in addition to formal assessment. Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. After completing the questions students receive instant feedback on their performance. In addition to this there is the option of completing 2 formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module. Written feedback is provided by the module tutor. This relates to module learning outcomes: 1.2, 1.3, 3.3

Mode of Assessment

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<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tbody>
<tr>
<td>Summative</td>
<td>Coursework</td>
<td>Individual Assignment</td>
<td>0-2000 words</td>
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Legacy Code (if applicable)
MAN4309M

Reading List
To view Reading List, please go to rebus:list.