

Module Details	
Module Title	Entrepreneurship and Employability
Module Code	HRM5015-B
Academic Year	2020/1
Credits	20
School	School of Management
Subject Area	Human Resource Management
FHEQ Level	FHEQ Level 5
Pre-requisites	N/A
Co-requisites	N/A

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	12
Online Tutorials (Synchronous)	12
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1
ONA	University of Bradford / Semester 1

## 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. The module will also draw attention to key issues of graduate employability providing students with a range of activities to develop these skills ensuring that these experiences improve future performance more effectively.

## Outline Syllabus

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.

This is a highly practical and interactive module whereby you will think of yourself as more as a 'team entrepreneur' than a student. You will learn through creating and working on real business ideas and initiatives, supported by team-based coaching. As part of a team you will be tasked with creating a viable business project where you will need to be organised and take control of your learning.

Your experience will be more intense than more traditionally taught modules where you will have real personal, commercial responsibility and exposure from the outset. Trading outcomes will be uncertain, and you will learn from your failures as well as your successes. This will enable you to develop 'can-do' confidence, self-discipline, a willingness to take risks, the ability to demonstrate original thought and initiative, and become an effective team player. The module will develop in you the entrepreneurial mind-set, entrepreneurial capability and entrepreneurial effectiveness to realise your entrepreneurial aspirations.

Themes include creativity and innovation; opportunity recognition, creation and evaluation, decision making, critical analysis and judgement, implementation of ideas through leadership and management; reflection and self-awareness through the identification of key employability gained and demonstrated; interpersonal skills, communication skills and strategic thinking.

## Learning Outcomes

Outcome Number	Description
01	1.1. Critically discuss theoretical knowledge of entrepreneurship. 1.2. Demonstrate a critical appreciation and understanding of entrepreneurship, entrepreneurs, the entrepreneurial mind-set and the entrepreneurial process. 1.3. Demonstrate an awareness of the challenges faced by entrepreneurs in implementing innovations.
02	2.1. Distinguish between ideas and entrepreneurial opportunities. 2.2. Develop ideas into entrepreneurial business plans.
03	3.1 Research and evaluate ideas. 3.2 Reflect on personal goals and assess your personal transferable skills and capabilities. 3.3 Communicate ideas effectively in writing and orally. 3.4 Understand key graduate employability skills. Evidence, demonstrate and critique your current level of skill.

## Learning, Teaching and Assessment Strategy

One weekly lecture will present key information, concepts and knowledge, whilst two hour tutorial sessions will support practical exercises and activities. All are designed to help you develop appropriate entrepreneurial and employability skills through self-reflection, group work discussions and participation in lectures and tutorials.

Participation in this module will also help you plan for future academic and career development.

Feedback will be provided by local employers on interviewing skills, business knowledge and working in teams via mock interviews and assessment centre.

This module is designed to help you achieve the following transferable skills:

- ? Entrepreneurship and innovation
- ? Strategising
- ? Marketing and competitor analysis
- ? Commercial awareness and influencing skills
- ? Leadership and team working
- ? Employability skills
- ? Analytical skills
- ? Problem-solving
- ? Widening horizons
- ? Improving learning and performance.

70% of your final mark will consist of a Presentation of a business idea/innovation hub development, including PowerPoint presentation, video and business plan.

30% of your final mark will require you to submit an assignment reflecting on key employability opportunities this module has presented and reflections of both mock interview and assessment centre activities.

### Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Coursework	Group Presentation of business Challenge	N/A	70%
Summative	Coursework	Individual Reflective Portfolio	N/A	30%

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

#### *Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*