1. **Title of the module**

BUSN7290 (CB729): Enterprise and Entrepreneurship

1. **Division or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module**

Level 5

1. **The number of credits and the ECTS value which the module represents**

15 ECTS

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The courses of study to which the module contributes**

BSc Business and Management; BSc Business and information Technology; BSc Computing;

BSc Sports and Exercise Science

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Create an innovative business venture (enterprise) and apply key areas of a business model to evaluate critically its potential viability and long-term sustainability.

8.2 Understand the barriers to start-up enterprise growth and success and evaluate and apply a range of strategic decisions to maximise the viability of the innovative enterprise.

8.3 Develop a critical awareness of theories underlying the growth and development of enterprises and the stages of the entrepreneurial process.

8.4 Apply theory to practice by leveraging theoretical insights for the development of the innovative enterprise.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Demonstrate initiative and time-management balancing group-working with independent study.

9.2 Enhance problem-solving skills by identifying potential issues with the aim of finding workable solutions.

9.3 Further develop report writing skills.

9.4 Develop the ability to structure and develop appropriate and effective communication, critically and self-critically

1. **A synopsis of the curriculum**

This module aims to enable students to understand the social and economic changes that have raised the status of enterprise, small business and entrepreneurial ventures in the global economy. It examines the diverse nature of entrepreneurs, their characteristics and motivations, as well as the barriers and issues facing entrepreneurs when planning and establishing a new venture.

The indicative topics of the module are:

* Factors that have influenced the growth of the enterprise culture in the UK.
* The role and relevance of SMEs in the UK economy; definitions of SMEs; statistical information; Government policies and initiatives, and support agencies.
* Whether entrepreneurs are born or made; whether enterprise skills can be taught or learned, and whether entrepreneurs differ from business owners and other managers.
* Enterprise and innovation development in organisations.
* Differences in attitudes, objectives, skill requirements and business strategies between small and large firms.
* Surviving the early stages of business development, including failure rates in new and small enterprises and barriers to growth and development.
* The planning process for starting a new venture – including risks and liabilities; problems and pitfalls, and potential profit and success.
* The protection of ideas and intellectual capital.
* Funding a new enterprise, including via ‘friends, family and fools’, business angels and venture capitalists.
* Enterprise in different contexts, including corporate enterprise, public sector enterprise and social enterprise.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Stokes D. and Wilson N. (2017) *Small Business Management and Entrepreneurship*. 7th edn. Cengage Learning EMEA.

Burns, P. (2018) New Venture Creation: A Framework for Entrepreneurial Start-ups. Second Edn. Palgrave.

Osterwalder A. and Pigneur Y. (2010) *Business Model Generation*. Hoboken: John Wiley and Sons.

Mullins J. (2017) *The New Business Road Test: What entrepreneurs and executives should do before launching your lean start-up*. 5th edn. Pearson.

Bragg A. and Bragg M. (2005) *Developing New Business Ideas*. London: Prentice Hall.

Burns, P. (2010) *Entrepreneurship and Small Business: Start-up, Growth and Maturity*. 3rd edn. Basingstoke: Palgrave McMillan.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Enterprise Idea Summary Proposal (1500 words) (10%)

Group Presentation (20%)

Business Model Report (3000 words) (70%)

13.2 Reassessment methods

100% coursework

1. **Map of module learning outcomes**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/teaching method** |  |  |  |  |  |  |  |  |
| Private Study | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Lectures | **x** | **x** | **x** |  |  |  | **x** |  |
| Seminars | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Proposal Individual Enterprise Idea Summary | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Individual Business Model Report | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Group Presentation | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Medway

1. **Internationalisation**

The module’s content covers entrepreneurship in a global and international context. It considers previous barriers to international trade, and how these can be overcome by modern entrepreneurs whose ideas can ‘go global from birth.’ It also considers immigrant entrepreneurship, and how innovation and business ideas can be sparked by relocating to new countries in the aim of achieving success. Real-life examples of innovation and entrepreneurship are also taken from around the world.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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