1. **Title of the module**
   Entrepreneurship Research and Reports – PRSN6103

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 6

4. **The number of credits and the ECTS value which the module represents**
   30 credits (15 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Entrepreneurship - core module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - option module

8. **The intended subject specific learning outcomes.**
   On successfully completing the module students will be able to:
   
   8.1 Demonstrate a systematic understanding of the life cycle of a business, including key contemporary issues in the setting up of new businesses in the UK.
   8.2 Accurately deploy established techniques of analysis of business performance and potential.
   8.3 Present clearly an analysis of business performance, identify key challenges and opportunities and propose feasible courses of action supported by sustained argument and data.
   8.4 Contribute constructively and professionally to the strategic thinking and research for a new business venture.
8.5 Demonstrate a systematic understanding of the operational challenges in setting up a new business.

9. **The intended generic learning outcomes.**

On successfully completing the module students will be able to:

9.1 Construct and effectively communicate (orally and in writing) a range of arguments which justify the decisions made throughout a project and substantiate the recommendations.

9.2 An ability to source a variety of sources of information and data, including those typically used in a business context, and critically evaluate their relevance, reliability and applicability to a project.

9.3 An ability to work independently and create relevant projects with minimal supervision and be able to self-assess progress.

9.4 Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and identify and solve problems.

9.5 Ability to make decisions in complex and unpredictable contexts.

9.6 Ability to exercise initiative and personal responsibility.

9.7 Demonstrate an ability to manage disagreements and different viewpoints professionally and to resolve disputes constructively.

10. **A synopsis of the curriculum**

**Module Aims**

This module aims to allow students to reflect in detail on the success or otherwise of a new business venture, and its future. Students will create two detailed reports. The first, an Annual Report, is a detailed report on the experience of the business to date including financials, strategic issues, achievements and challenges, and a section on comparisons with any other business started in the same time period and a reflective log. The second is a "pre-mortem" and looks forward to the future of the business identifying opportunities and key risks and making proposals for future action.

For students on the Entrepreneurship pathway, who have attempted to set up their own business as part of the programme, this will help them choose their next steps. For example, they may choose to close the business down, or to continue to run in post-graduation (in which case they will graduate with a degree and their own micro business), or to seek further investment or other input.
This module will be supported by a series of relevant and practical workshops, led by industry professionals, and each student will have an allocated supervisor or mentor. Students will also have the chance to present their experience to a panel of business and entrepreneurial experts and obtain feedback on their experience and decisions so far.

Overview of syllabus

- Understanding and interpreting Annual Reports
- A pre mortem analysis of your business
- Assessing the profitability and value of a business
- Introduction to mergers and acquisitions
- Sourcing investment
- How to wind down a business
- Measuring and interpreting consumer feedback
- Taking your business to international markets
- Growing through failure
- Presenting your experience

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

Core study text


Supplementary texts

- Klein, "Performing a Project Pre-mortem", Harvard Business Review (September 2007)
- Weinzierl, Mconoughey, "The Wisdom of Failure: How to Learn the Tough Leadership Lessons Without Paying the Price", Wiley & Sons
- Strategic Entrepreneurship Journal, Wiley
In the light of this module testing students as ‘independent learners / problem solvers’, a range of e-learning materials will be provided across the whole of the research process. Here the expectation will be set that students will need to drive their own learning as an individual based on the context/situation they are attempting to work within. The aim is to develop individuals who are able to think and work independently.

12. Learning and Teaching methods

This module is intended to be an original and substantive set of reports on their new business venture. Students will be allocated a mentor and/or supervisor for their project, and most of their work will be done independently. There will be 10 seminars (each 2 hours) held over two terms, led by practicing professionals and designed to provide practical advice and insight and students will meet with their supervisors or mentors on a regular basis either individually or in small groups.

Scheduled Hours: 30

Independent Study Hours: 270

Total Study Hours: 300

13. Assessment methods.

Formative assessment will be in three parts:

1) Annual Report – comprising three parts:

1. Annual Report of the Business – no word limit. Students will need to decide what is appropriate and bear in mind this will be reviewed by business professionals. An executive summary should be included.

2. Appendix One - Reflective log – maximum of 1500 words
3. Appendix Two - Comparative business experience – maximum of 1500 words comparing business to at least one other business started at the same time

2) Pre mortem Report – maximum of 3000 words
A pass must be achieved in all elements of assessment in order to pass the module.

Feedback and advice on direction of a students’ work, will be provided by an allocated supervisor throughout the module.

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)

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<th>Module learning outcome</th>
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| Assessment method | |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Annual Report | X | X | X | X | X | X | X |
| Pre Mortem Report | X | X | X | X | X | X | X |

15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.
16. Campus(es) or Centre(s) where module will be delivered: Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. Partner College/Validated Institution: Pearson College London

18. University School responsible for the programme: Kent Business School
FACULTIES SUPPORT OFFICE USE ONLY

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

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<tr>
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