

ENES B7Z02: Entrepreneurship

Module Details	
Module Code:	ENES B7Z02
Full Title:	Entrepreneurship APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Angela Hamouda
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Demonstrate Entrepreneurial Awareness
MLO2	Identify and critically examine entrepreneurship as a process and explore its role in the economy.
MLO3	Assess the role of creativity and innovation in the life cycle of a business
MLO4	Frame the opportunity identified in the delivery of a Rocket Pitch to a panel where they will defend their idea.
MLO5	Develop a detailed feasibility analysis report for a potential new business.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
Entrepreneurial Awareness: Understanding our capacity for entrepreneurship; the role of intrapreneurship n/a
Identification of Problems and development of solutions through use of idea generation techniques; screening of ideas for potential viability n/a
Development of a Feasibility Study to include: Analysis of Business Sector, Market Research, Competitor Analysis and analysis of Key Factors Creating Business Opportunity n/a
Entrepreneurship in Action: Development of Feasibility Study for a proposed new venture. n/a
How to Deliver an Effective Rocket Pitch; What investors are looking for n/a

Module Assessment

Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Group Project	% of Total Mark	10
Marks Out Of	0	Pass Mark	0
Timing	S1 Week 3	Learning Outcome	1,3
Duration in minutes	0		
Assessment Description Project Proposal			
Assessment Type	Group Project	% of Total Mark	50
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,2,3,5
Duration in minutes	0		
Assessment Description Detailed feasibility study Report to convey extent of primary and secondary research conducted.			
Assessment Type	Presentation	% of Total Mark	40
Marks Out Of	0	Pass Mark	0
Timing	End-of-Semester	Learning Outcome	1,3,4,5
Duration in minutes	0		
Assessment Description Students will prepare and present their idea in the format of a Rocket Pitch. This is a disciplined format where students frame their idea and the opportunity within a 5 minute timeframe (using creativity in development of content and execution of delivery).			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecturer-Supervised Learning (Contact)	Contact	Facilitated Workshops	Every Week	4.00	4
Independent Study	Non Contact	Independent Group Work	Every Week	5.00	5
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

This module has no Part Time On Campus workload.

Module Resources

Supplementary Book Resources

Scarborough, N.M.. (2011), Essentials of Entrepreneurship and Small Business Management, 6th. Pearson, London.
Barringer, B.. (2010), Entrepreneurship: Successfully Launching New Ventures, 3rd Global Ed.. Pearson.

This module does not have any article/paper resources

This module does not have any other resources