



## Module Descriptor

### Definitive Document

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|--|---|
| <b>Module Code</b>                                   | BSND05                                    |
| <b>Version</b>                                       | 1.3                                       |
| <b>Module Title</b>                                  | Enterprise Development                    |
| <b>Credits</b>                                       | 20  |
| <b>Valid From</b>                                    | 01/09/18 - 31/08/24 (v1.1 from: 01/09/19) |
| <b>Status</b>  | Validated                                 |
| <b>Subject Board</b>                                 | BSN                                       |
| <b>HECoS Code</b>                                    |   |
| <b>Academic Level (FHEQ)</b>                         | 5   |
| <b>Study Period</b>                                  | B   |
| <b>Prerequisites and co-requisites</b>               | N/A                                       |
| <b>Not available to students taking/having taken</b> | N/A                                       |

### Content (Indicative)

This module introduces students to the concepts of enterprise and entrepreneurship and will include the following content:

- Delivery of a bespoke consultancy project for a live brief.
- Consideration of appropriate policies and strategies within a changing environment to meet stakeholder interests.
- Theories of risk management, stakeholder management and objective setting in a business setting.

### Teaching and Learning Experience

- Blended Learning
- Guided Independent Study
- Lectures
- Seminars
- Work Based Learning

### Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate an understanding of theories of risk management in a business context.
2. Compare theories of stakeholder management and objective setting in a business context.
3. Prepare and deliver objectives formulated during a live consultancy project.
4. Produce a report for the client to address objectives set in a live consultancy project.

## Assessment

| Assessment task | Load                              | Weighting | Learning Outcomes assessed |
|-----------------|-----------------------------------|-----------|----------------------------|
| Essay           | up to 2,500 words (or equivalent) | 50%       | 1,2                        |
| Report          | up to 2,500 words (or equivalent) | 50%       | 3, 4                       |

## Indicative reading (APA 7th edition referenced)

### Books

- Bessant, J., & Tidd, J. (2011). *Innovation and entrepreneurship* (2nd ed.). John Wiley & Sons Ltd.
- Burns, P. (2013). *Corporate entrepreneurship* (3rd ed.). Palgrave-Macmillan.
- Chesbrough, H. (2008). *Open innovation: Researching a new paradigm*. Oxford University Press.
- Down, S. (2010). *Enterprise, entrepreneurship and small business*. Sage Publishers.
- Drucker, P. F. (1985). *Innovation and entrepreneurship practice and principles*. Harper & Row.
- Freeman, R. Edward. (1984). *Strategic management: A stakeholder approach*. Cambridge University Press.
- Heagney, J. (2012). *Fundamentals of Project management* (4th ed.). American Management Association.
- Lester, A. (2013). *Project management, planning and control* (6th ed.). Butterworth-Heinemann.
- Lock, D. (2013). *Project management* (10th ed.). Routledge.
- Newton, R. (2016). *Project management step by step: How to plan and manage a highly successful project* (2nd ed.). Pearson.
- Pinchot, G. (1985). *Intrapreneuring: Why you don't have to leave the corporation to become an entrepreneur*. Harper & Row.
- Porter, M. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
- Schilling, M. A. (2005). *Strategic management of technological innovation*. McGraw Hill.
- Tidd, J., Bessant, J., & Pavitt, K. (2005). *Managing innovation* (3rd ed.). Wiley Chichester.
- Wanner, R. (2013). *Project risk management: The most important methods and tools for successful projects*. CreateSpace Independent Publishing Platform.
- Wickham, P. (2004). *Strategic Entrepreneurship*. FT/Prentice Hall.

### Journals

- Entrepreneurship Theory and Practice
- Journal of Small Business and Enterprise Development
- Journal of Small Business Management
- Journal of Entrepreneurial Behaviour and Research

### Websites

- CMI resources