

<b>Module Code</b>	<b>BSNF01</b>
<b>Version</b>	1.1
<b>Module Title</b>	<b>Foundations in Enterprise</b>
<b>Credits</b>	20
<b>Valid From</b>	01/09/2018 - 31/08/2024
<b>Status</b>	Validated
<b>Subject Board</b>	BSN
<b>Academic Level (FHEQ)</b>	3
<b>Study Period</b>	A
<b>Prerequisites and co-requisites</b>	N/A
<b>Associated programmes</b>	BSc (Hons) Business with Foundation Year
<b>Not available to students taking/having taken</b>	N/A

**Content** (Indicative)

This module sets the foundation for the study of enterprise, entrepreneurship and innovation and will include the following content:

- Key concepts related to enterprise, entrepreneurship and innovation.  
Challenging stereotypes and discourse regarding enterprise, entrepreneurship and innovation.
- Global, national and local enterprises, entrepreneurs and innovations.

**Teaching and Learning Experience**

Blended Learning  
Lectures  
Seminars  
Guest Lectures  
Field Trip  
Guided Independent Study

**Module Learning Outcomes (MLOs)**

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

1. Explain the key terms of enterprise, entrepreneurship and innovation.
2. Identify examples of enterprises, entrepreneurs and innovators within global, national and local contexts.
3. Discuss differing environments in which enterprise, entrepreneurship and innovation can flourish.
4. Review stereotypes and discourse surrounding enterprise, entrepreneurship and innovation.

**Assessment**

<b>Assessment task</b>	<b>Load (e.g. wordage)</b>	<b>Weighting (as a percentage)</b>	<b>Learning outcomes assessed</b>
Essay	up to 2,500 words (or equivalent)	50%	1, 4
Group Presentation	up to 2,500 words (or equivalent)	50%	2, 3

## Indicative reading

### Books

- Kirby, D. (2003) Entrepreneurship McGraw-Hill Education: London.
- Burns, P. (2014). New Venture Creation: A Framework for Entrepreneurial Start-Ups, Palgrave Macmillan: UK.
- Burns, P. (2010). Entrepreneurship and small business, 3rd edition. Palgrave Macmillan.
- Bygrave, W. D. and Zacharakis, A. (2014) Entrepreneurship, 3rd edition, Wiley: London, UK.
- Hisrich, R.D., Peters, M.P. and Shepherd, D.A. (2017) Entrepreneurship (10th edition), McGraw-Hill.
- Kirby, D. (2003) Entrepreneurship McGraw-Hill Education: London.
- Allen, K. R. (2011). New Venture Creation. 6th edition, International edition. Canada: South-Western Cengage Learning.
- Barringer, B. R. (2015). Preparing Effective Business Plans: An Entrepreneurial Approach: 2nd Edition. New Jersey: Pearson Education.
- Barringer, B. R. and Ireland, R. D. (2010). Entrepreneurship: Successfully launching new ventures, 3rd edition. New Jersey: Pearson Education.
- Bessant, J. and Tidd, J. (2011) Innovation and Entrepreneurship. 2nd Edition. John Wiley & Sons Ltd : UK.
- Coughter, P. (2012) The Art of the Pitch: Persuasion and Presentation Skills that Win Business, Palgrave Macmillan.
- Fisher, C. M. Lovell, Alan. Valero-Silva, Néstor. (2013) Business ethics and values: individual, corporate and international perspectives.
- Kanter, R. M. (2000)'When a Thousand Flowers Bloom: Structural, Collective, and Social Conditions for Innovation in Organizations', In Research in Organizational Behavior. Vol. 22, (Eds. B. Staw and R. Sutton), Elsevier Science.
- Sarasvathy, S. D. (2008) Effectuation: elements of entrepreneurial expertise, Edward Elgar: Cheltenham.
- Schumpeter, J.A. (2004) The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest and the Business Cycle. 10th Edition [Original 1934] Transaction Publishers: New Brunswick, USA.
- Timmons, J.A. and Spinelli, S. (2009) New Venture Creation – Entrepreneurship for the 21st Century, McGraw-Hill/Irwin, New York. 8th Edition.

### Journals

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

### Websites

- <http://www.bbc.co.uk/news/business>
- <https://uk.reuters.com/business>
- <https://www.entrepreneur.com/>
- Forbes