



Module Descriptor Definitive Document

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| Module Code | BSNC06 |
| Version | 1.2 |
| Module Title | Enterprise Creation |
| Credits | 20 |
| Academic Level (FHEQ) | 4 |
| Study Period | B |
| Prerequisites and co-requisites | N/A |

Content (Indicative)

- This module introduces students to the enterprise creation process and will contain the following content:
- Examination of the personal characteristics and skills of 'successful' entrepreneurs.
- A critical examination of trait and behaviour theory and applicability to the current business environment.
- A review of systematic processes involved in idea generation and creativity.

Teaching and Learning Experience

- Blended Learning
- Guest Lectures
- Guided Independent Study
- Hack-a-thon
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

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

1. Identify the personal characteristics and skills of 'successful' entrepreneurs and provide examples from a global, national and local context.
2. Review the key components of trait and behaviour theory and review their applicability to the current business environment.
3. Discuss the processes involved in developing enterprising and innovative ideas for new or existing products/services.
4. Prepare and pitch a creative business idea to an audience.

Assessment

| Assessment task | Load | Weighting | Learning Outcomes assessed |
|-----------------|------|-----------|----------------------------|
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|-------|-----------------------------------|-----|-----|
| Essay | up to 3,500 words (or equivalent) | 70% | 1,2 |
| Pitch | up to 1,500 words (or equivalent) | 30% | 3,4 |

Indicative reading (APA 7th edition referenced)

Books

- Allen, K. R. (2011). *New venture creation* (6th ed.). International edition. South-Western Cengage Learning.
- Ashton, R. (2010). *How to be a social entrepreneur, make money and change the world*. Capstone Publishing Ltd.
- Barringer, B. R. (2015). *Preparing effective business plans: An entrepreneurial approach* (2nd ed.). Pearson Education.
- Barringer, B. R., & Ireland, R. D. (2010). *Entrepreneurship: Successfully launching new ventures*. (3rd ed.). Pearson Education.
- Bessant, J., & Tidd, J. (2011). *Innovation and entrepreneurship* (2nd ed.). John Wiley & Sons Ltd.
- Burns, P. (2010). *Entrepreneurship and small business* (3rd ed.). Palgrave Macmillan.
- Burns, P. (2014). *New venture creation: A framework for entrepreneurial start-ups*. Macmillan Education UK.
- Coughter, P. (2012). *The art of the pitch: Persuasion and presentation skills that win business*. Palgrave Macmillan.
- Dearden-Phillips, C. (2010). *Your chance to change the world: The no-fibbing guide to social entrepreneurship*. Directory of Social Change.
- Fisher, C. M., Lovell, A., & Valero-Silva, N. (2013). *Business ethics and values: Individual, corporate and international perspectives*. Pearson Education.
- Sarasvathy, S. D. (2008). *Effectuation: Elements of entrepreneurial expertise*. Edward Elgar.
- Schumpeter, J. A. (2004). *The Theory of Economic Development: An inquiry into profits, capital, credit, interest and the business cycle* (10th ed.). [Original 1934]. Transaction Publishers.
- Timmons, J. A., & Spinelli, S. (2009). *New venture creation – Entrepreneurship for the 21st Century* (8th ed.). McGraw-Hill/Irwin.

Journals

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

Websites (up to 6)

- www.entrepreneur.com www.get2test.net