

## Module Descriptor Definitive Document

<b>Module Code</b>	BSNC56
<b>Version</b>	1
<b>Module Title</b>	Enterprise Creation
<b>Credits</b>	20
<b>Valid From</b>	1 <sup>st</sup> January 2025
<b>Status</b>	Validated
<b>Subject Board</b>	BSN
<b>HECoS Code</b>	100097
<b>Academic Level (FHEQ)</b>	4
<b>Study Period</b>	B
<b>Prerequisites and co-requisites</b>	None
<b>Not available to students taking/having taken</b>	N/A

### Content (Indicative)

This module introduces students to the enterprise creation process, covering essential aspects of entrepreneurship. It explores the personal characteristics and skills associated with 'successful' entrepreneurs, providing insights into what drives entrepreneurial success. The module also includes a critical examination of trait and behaviour theories, evaluating their relevance and applicability in the current business environment. Additionally, it introduces students to systematic processes for idea generation and creativity, fostering the foundational skills necessary for innovative business development.

### Teaching and Learning Experience

- Lectures
- Seminars
- Guided Independent Study
- Guest speakers
- Hack-a-thon

## 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 research informed examples.
2. Understand the key components of trait and behaviour theory and review their applicability to the current business environment.
3. Discuss and demonstrate the processes involved in developing enterprising and innovative ideas for new or existing products/services.

## Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Interview	70%	1, 2
Pitch	30%	3

## Indicative reading

### Books

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. (2016). *Entrepreneurship and small business* (4th ed.). Palgrave Macmillan.

Burns, P. (2018). *New venture creation: A framework for entrepreneurial start-ups*. (2<sup>nd</sup> ed.) Macmillan Education UK.

Coughter, P. (2012). *The art of the pitch: Persuasion and presentation skills that win business*. Palgrave Macmillan.

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.

### 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

[www.entrepreneur.com](http://www.entrepreneur.com)