

MODULE SPECIFICATION

1. **Title of the module**

Entrepreneurship Research and Reports

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 6

4. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

- | | |
|--------------------------------------------------------|-------------------|
| ● BA (Hons) Business Management | - optional module |
| ● BA (Hons) Business Management with Entrepreneurship | - core module |
| ● BA (Hons) Business Management with Finance | - optional module |
| ● BA (Hons) Business Management with Global Industries | - optional module |
| ● BA (Hons) Business Management with Law | - optional module |
| ● BA (Hons) Business Management with Marketing | - optional module |

8. **The intended subject specific learning outcomes.**

On successfully completing the module students will be able to:

- 8.1 Demonstrate a systematic knowledge and understanding of the life cycle of a business, including key contemporary issues in the setting up of new businesses in the UK,
- 8.2 Accurately identify established techniques of analysis of business performance and potential.
- 8.3 Present clearly an analysis of business performance, identify key challenges and opportunities and propose feasible courses of action supported by sustained argument and data some of which is at the forefront of the discipline.
- 8.4 Demonstrate a systematic knowledge and understanding of the operational challenges in setting up a new business. Contribute constructively and professionally to the strategic thinking and research for a new business venture

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9. The intended generic learning outcomes.

On successfully completing the module students will be able to:

- 9.1 Construct and effectively communicate a range of arguments which justify the decisions made throughout a project and substantiate the recommendations.
- 9.2 An ability to source a variety of sources of information and data, including those typically used in a business context, and critically evaluate their relevance, reliability and applicability to a project.
- 9.3 An ability to work independently and create relevant projects with minimal supervision and be able to self-assess progress.
- 9.4 Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and identify and solve problems.
- 9.5 Ability to make decisions in complex and unpredictable contexts.
- 9.6 Ability to exercise initiative and personal responsibility.
- 9.7 Demonstrate an ability to manage disagreements and different viewpoints professionally and to resolve disputes constructively.

10. A synopsis of the curriculum

Module Aims

This module aims to allow students to reflect in detail on the success or otherwise of a new business venture, and its future. Students will create two detailed reports.

The first, an Annual Report, is a detailed report on the experience of the business to date including financials, strategic issues, achievements and challenges, and a section on comparisons with any other business started in the same time period and a reflective log.

The second is a “pre-mortem” and looks forward to the future of the business identifying opportunities and key risks and making proposals for future action.

For students on the Entrepreneurship pathway, who have attempted to set up their own business as part of the programme, this will help them choose their next steps. For example, they may choose to close the business down, or to continue to run in post-graduation (in which case they will graduate with a degree and their own micro business), or to seek further investment or other input.

For student who have not been able to set up their own business as yet the output will be a critical analysis of a business start-up and also that of a business that has not been a success in order to identify critical decisions that caused this to happen

This module will be supported by a series of relevant and practical workshops, led by industry professionals, and each student will have an allocated supervisor or mentor.

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Students will also have the chance to present their experience to a panel of business and entrepreneurial experts and obtain feedback on their experience and decisions so far.

Overview of syllabus

- Understanding and interpreting Annual Reports
- A pre mortem analysis of your business
- Assessing the profitability and value of a business
- Introduction to mergers and acquisitions
- Sourcing investment
- How to wind down a business
- Measuring and interpreting consumer feedback
- Taking your business to international markets
- Growing through failure
- Presenting your experience

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

Core study text

- Barringer, B. & Ireland, D. (2012). *Entrepreneurship: successfully launching new ventures*. Global Edition, 4th ed. Harlow: Pearson Education.

Supplementary texts

- Klein, "Performing a Project Pre-mortem", *Harvard Business Review* (September 2007)
- Weinzimmer, McConoughey, "The Wisdom of Failure: How to Learn the Tough Leadership Lessons Without Paying the Price", Wiley & Sons
- *Strategic Entrepreneurship Journal*, Wiley
- Bragg, A. & Bragg, M. (2005). *Developing new business ideas*. Harlow: Pearson Education.
- Social Enterprise UK (2012). *Start your social enterprise guide* p.4-16. [Online] Social Enterprise UK. http://www.socialenterprise.org.uk/uploads/files/2012/07/start_your_social_enterprise.pdf
- Schawbel, D. (2013). *The re-definition of entrepreneurship and rise of freedom-seeking freelancers*. *Forbes* <http://www.forbes.com/sites/danschawbel/2013/05/14/the-re-definition-of-entrepreneurship-and-rise-of-freedom-seeking-freelancers/>

In the light of this module testing students as 'independent learners / problem solvers', a range of e-learning materials will be provided across the whole of the research process. Here the expectation will be set that students will need to drive their own learning as an individual based on the context/situation they are attempting to work within. The aim is to develop individuals who are able to think and work independently.

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12. Learning and Teaching methods

This module is intended to be an original and substantive set of reports on a new business venture.

Students will be allocated a mentor and/or supervisor and most of their work will be done independently.

There will be 10 seminars (each 2 hours) held over two terms, led by practicing professionals and designed to provide practical advice and insight and students will meet with their supervisors or mentors on a regular basis either individually or in small groups.

Scheduled Hours: 30

Independent Study Hours: 270

Total Study Hours: 300

13. Assessment methods.

1) **Annual Report** – comprising three parts: (50% of the overall grade)

1. **Annual Report of the Business** – no word limit. Students will need to decide what is appropriate and bear in mind this will be reviewed by business professionals. An executive summary should be included.

2. **Appendix One - Reflective log** – maximum of 1500 words

3. **Appendix Two - Comparative business experience** – maximum of 1500 words comparing business to at least one other business started at the same time

2) **Pre-mortem Report** – maximum of 3000 words (50% of the overall grade)

Feedback and advice on direction of a students' work, will be provided by an allocated supervisor throughout the module.

13.2 Reassessment methods

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14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

Module learning outcome		8.1	8.2	8.3	8.4	9.1	9.2	9.3	9.4	9.5	9.6	9.7
Learning/teaching method	Hours allocated											
Private Study	270											
Workshops	20	X	X	X	X	X	X	X	X	X	X	X
Mentor supervisory sessions	10	X	X	X	X	X	X	X	X	X	X	X
Assessment method												
Annual Report		X	X	X	x	X	X	X	X	x	x	X
Pre Mortem Report		x	x	X	X	X	x	X	x	X	X	X

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Students will be exposed to entrepreneurship in international contexts and will be expected to keep up to date with key international developments relating to entrepreneurship. Part of the syllabus includes expanding businesses into international markets and so students will be required to understand how different national markets and their businesses operation.

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If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)

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