

IYTEN001 2021/22

N^CUK
THE UNIVERSITY CONSORTIUM

ENTREPRENEURSHIP & SMALL BUSINESS

INTERNATIONAL YEAR TWO BUSINESS MANAGEMENT (IYTBM)



SYLLABUS OVERVIEW

Module Code	IYTEN001
Module Name	Entrepreneurship & Small Business
Programme Name	International Year Two Business Management
Percentage breakdown of Coursework	100%
Percentage breakdown of Exam/Test	0%
Delivery period	The syllabus will usually be delivered over a single 15 week semester
Recommended minimum teaching hours	7 hours per week (over 15 weeks)
Recommended minimum independent study hours	7 hours per week (over 15 weeks)

AIMS

The module aims to support students' understanding of entrepreneurship and small businesses by extending their theoretical knowledge as well as developing their practical entrepreneurial skills. By the end of this module students will be better able to identify the factors that influence the creation, success and growth of a start-up. Additionally, they will be better able to evaluate business opportunities and understand the steps involved in setting up a small business.

TOPICS OF STUDY

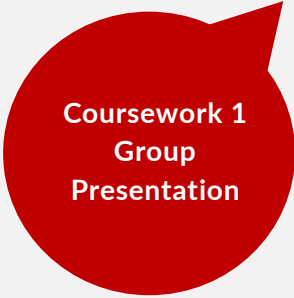
- ⇒ Introduction to Entrepreneurship and Small Business
- ⇒ The Profile of an Entrepreneur
- ⇒ The Context of Entrepreneurship
- ⇒ Entrepreneurial Opportunities
- ⇒ Starting a Business/ Business Planning
- ⇒ Market Research
- ⇒ Financing a Small Business
- ⇒ Operations and Supply Chain Management for Small Businesses
- ⇒ Entrepreneurial Team and Workforce Planning
- ⇒ Managing Growth in a Small Business
- ⇒ Entrepreneurial Exit
- ⇒ Entrepreneurship Policy
- ⇒ Entrepreneurship and Small Businesses in a Global Context

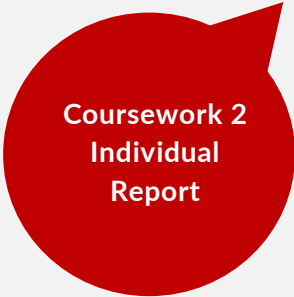
GENERAL LEARNING OUTCOMES

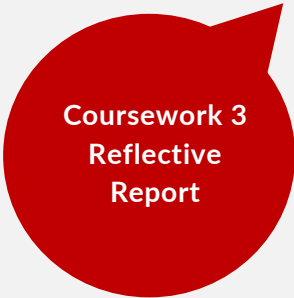
On successful completion of this module, a student will be able to:

Knowledge and understanding	<ul style="list-style-type: none"> ⇒ Understand key debates linked to entrepreneurship ⇒ Apply theoretical concepts in developing suitable strategic approaches to starting and running a business
Intellectual skills	<ul style="list-style-type: none"> ⇒ Critically analyse the entrepreneurial ecosystem and identify the factors that play an important role in entrepreneurship ⇒ Interpret, analyse and manipulate qualitative and quantitative information in order to solve business problems and identify opportunities
Practical skills	<ul style="list-style-type: none"> ⇒ Develop a business plan
Transferable skills	<ul style="list-style-type: none"> ⇒ Develop strong arguments using multiple relevant and reliable sources to support them ⇒ Construct reports in a clear and concise manner ⇒ Present in front of an audience ⇒ Formulate and deliver constructive feedback

ASSESSMENT

 <p>Coursework 1 Group Presentation</p>	What is Assessed?	Topics A-I
	Duration/Word Count	10 minute group presentation
	Total Marks	100
	Rubric	Students give a 10 minute group presentation to deliver a business pitch to a group of potential investors based on a new business idea.
	Contribution to Overall Grade	40%

 <p>Coursework 2 Individual Report</p>	What is Assessed?	Topics J-M
	Duration/Word Count	2000 words
	Total Marks	100
	Rubric	Individual report expanding on the new business idea generated in Coursework 1 and outlining a strategy for expansion of the business into a new country.
	Contribution to Overall Grade	50%

 <p>Coursework 3 Reflective Report</p>	What is Assessed?	Topics A-M
	Duration/Word Count	500 words
	Total Marks	100
	Rubric	Reflective Report on: What students can apply from the module in their future learning The experience of working in a group in completion of Coursework 1
	Contribution to Overall Grade	10%