

H9ENMAN: Enterprise Management

Module Code:	H9ENMAN
Long Title	Enterprise Management DRAFT
Title	Enterprise Management
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	FABIAN ARMENDARIZ- CORDOVA
Module Author:	Nicole Gross
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Appraise how entrepreneurs operate and consider the entrepreneurial mind-set needed to create and develop a new enterprise
LO2	Demonstrate how the characteristics of entrepreneurial management can affect the strategy for managing the new or growing enterprise
LO3	Analyse complex and advanced entrepreneurship and enterprise theories in the development of an appropriate business plan
LO4	Develop an integrated perspective of the process involved in the successful creation of a new enterprise
LO5	Evaluate the commercialisation potential of new products, processes and services, and appreciate the intellectual property rights procedures associated with business and the commercialisation of new technologies, products, and processes
LO6	Analyse the competitive business environment, and determine, analyse and assess the entrepreneurial opportunity
LO7	Acquire, analyse and interpret the financial challenges that are essential to effective enterprise creation and development
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	<p>This module introduces learners to entrepreneurship theory at a macro and micro level and to the challenges faced when creating or developing an enterprise. This module has been developed to provide learners with an opportunity to synthesise concepts, processes and frameworks of entrepreneurship and to introduce learners to the dynamic world of entrepreneurship and provide them with knowledge of the principles and current issues relevant to management roles in entrepreneurial organisations. Learners will develop a strong theoretical knowledge of the challenges of managing a new and growing enterprise and the ability to apply this knowledge and to integrate it into their own entrepreneurial management styles. The module will develop a critical awareness and detailed understanding of the challenges facing the entrepreneur/owner manager.</p> <p>It will afford learners the opportunity to analyse entrepreneurs and the organisations that they create and manage. The module will also present and explore a range of classical and contemporary theories around enterprise management and the challenges and difficulties in implementing these in the embryonic or growing enterprise. The aims of the Module are to: familiarise learners with the relevant theories in enterprise management as well as developing the ability to apply them; to establish an understanding of the area of entrepreneurship and to show how this links to the process of creativity, innovation and enterprise development; to provide learners the opportunity to understand the role of the entrepreneur and how the characteristics of such individuals impact on and shape their management styles; to provide learners the opportunity to identify behaviours of effective entrepreneurial managers and to evaluate how the characteristics of entrepreneurial enterprises impacts on the style of management, relating to learners' own position and understanding of theory against those behaviours; and to provide a platform for understanding how traditional management approaches and theories need to be adapted for the entrepreneurial context.</p>

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Module Content & Assessment			
Indicative Content			
Introduction to Entrepreneurship • Entrepreneurship's revolutionary impact • social perspectives and global environments			
The Entrepreneurial Mind-set • Mindset, cognition and ethics • dark side of entrepreneurship • motivation • corporate entrepreneurship and intrapreneurship			
Creativity, Innovation and Opportunities • PESTEL and consumer trends • ideas and creativity • creative problem solving • innovation • entrepreneurial opportunities			
Initiating Ventures • New Venture creation methods • market scoping • risk reduction • searching for entrepreneurial capital and finance			
Planning and Development • The marketing of new ventures • financing new ventures • business plans and business planning			
Strategy and Growth • Strategic Growth and its challenges • valuing the company • harvesting and bankruptcy			
Intellectual Property Rights • IRPs and other legal issues			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Project	% of total:	35
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The purpose of this project is to give the student the opportunity to delve into and explore a theoretical entrepreneurship topic whilst also exploring the practice of entrepreneurship. The lecturer will suggest a range of theoretical topics related to entrepreneurship, one of which the student is required to pick and research. Students are also required to pick a practicing entrepreneur or entrepreneurial company. The task is not only to describe the company and its entrepreneurial journey but use specific entrepreneurship theory to advice how the company could improve its practice and how it should move forward. Furthermore, students should also extrapolate what can theoretical scholarship can learn from the company's practice.			
Assessment Type:	Project (0050)	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,3,4,5,6,7
Non-Marked:	No		
Assessment Description: A group of students will be given seed capital at the beginning of the block. Over the course of the block, the group is required to act as entrepreneurs and run your own small business – this can be a product or a service. Besides running the business, the students are required to develop a business plan which communicates the businesses' core value proposition, its market opportunities and challenges (requires research of the market and the businesses' key competitors), vision and mission, sales and marketing, approach to R&D, staffing and operations (including leadership), and financial overview (sales and profitability, key costs, growth trends etc). To showcase evidence of their business practice, students are required to include pictures and screenshots of your business adventure into the business plan (e.g. in the appendix).			
Assessment Type:	Reflective Journal	% of total:	15
Assessment Date:	n/a	Outcome addressed:	1,3,4
Non-Marked:	No		
Assessment Description: Alongside the business plan, each student (individual component) should provide insights into the key learnings from the business practice/plan assessment e.g. How did you manage the enterprise? How did you generate ideas/got creative? Who led the process? What has gone well and what challenges did you face? What stood out for you? What would you do different? What theories/frameworks did you use to inform the process? How did the experience change your view of entrepreneurship?			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Delivered in block format	30	Per 15 week block	2.00
Independent Learning	No Description	220	Per 15 week block	14.67
Total Weekly Contact Hours				2.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Block Delivery	30	Per 15 week block	2.00
Independent Learning	No Description	220	Per 15 week block	14.67
Total Weekly Contact Hours				2.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kuratko, D.. (2014), Entrepreneurship; Theory, Process, Practice, 10. Cengage.</p> <p>Hisrich, R., Peters, M. and Shepherd, D.. (2016), Entrepreneurship, 10th. McGraw-Hill Higher Education.</p>	
<i>Supplementary Book Resources</i>	
<p>Scarborough, N.W and Cornwall, J.R.. (2016), Essentials of Entrepreneurship and Small Business Management, 8th. Pearson education.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Harvard Business Review], Online Resource.</p> <p>[Mc Kinsey & Co.], Online Resource.</p> <p>[Forbes Magazine], Online Resource.</p> <p>[NCI Databases], Online Resource.</p>	
Discussion Note:	