

H9ENDYN: Entrepreneurial Dynamics

Module Code:	H9ENDYN
Long Title	Entrepreneurial Dynamics APPROVED
Title	Entrepreneurial Dynamics
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	10
Module Coordinator:	FABIAN ARMENDARIZ- CORDOVA
Module Author:	Isabela Da Silva
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 key theories and models from entrepreneurship-based literature and understand how they may be applied in practical business settings
LO2	Identify the characteristics of successful entrepreneurs and critically appraise the roles and relevancies of the same
LO3	Demonstrate a critical awareness of entrepreneurship process and practice as it relates to opportunity analysis, innovation, and the creation of profit focused and socially driven entities
LO4	Demonstrate the ability to conceptualise, build and test lean business models through the synthesis and application of contemporary tools
LO5	Understand the critical role of marketing in entrepreneurship and develop targeted value propositions and integrated promotional plans to support entrepreneurial initiatives
LO6	Develop personal competence in the use of both self-reflective practice and iteration focused testing
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
The Role and Impact of the Entrepreneur Definitions of an entrepreneur and entrepreneurship The entrepreneurial mind-set Theories of entrepreneurial personality The vital role of creativity and innovation			
Entrepreneurship in Practice Entrepreneurship process and practice Opportunity analysis – theory and practical application Social entrepreneurship Digital opportunities and trends driving contemporary entrepreneurship			
The Entrepreneurial Enterprise Theories of the entrepreneurial firm Corporate entrepreneurship Growing an entrepreneurial culture Blue Ocean strategy, value creation and the development of competitive advantage			
The Entrepreneurial Business Plan Lean start up principles Lean canvas/business model canvas methodology Testing the BMC – feedback and iteration Value proposition design and canvas			
Marketing and Communicating the Entrepreneurial Vision Understanding and applying the marketing mix Managing the marketing campaign Integrated promotions Unique factors in marketing a service			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2
Non-Marked:	No		
Assessment Description: Learners will be required to identify and interview a practising entrepreneur. They will dissect an academic model related to entrepreneurship or general business (selections will be given in class) and will apply this strategically to their interview. Learners will then be required to construct an academic essay which compares theory to practice through the use of interview.			
Assessment Type:	Business Plan 1	% of total:	35
Assessment Date:	n/a	Outcome addressed:	3,4,5,6
Non-Marked:	No		
Assessment Description: Learners are tasked with identifying an entrepreneurial opportunity and conceptualising its viability using lean methodologies – in this case the business model canvas (lean canvas). Learners will be required to break down and apply all nine elements of the canvas detailing the application of each and also to consider testing and iteration dynamics moving forward. There will be a focus on class collaboration and feedback here.			
Assessment Type:	Continuous Assessment	% of total:	15
Assessment Date:	n/a	Outcome addressed:	1,6
Non-Marked:	No		
Assessment Description: A reflection on learning statement will be produced by all learners at the end of the module. This will assess key learning styles and transferable skills developed throughout the course of the module. This assessment instrument has proven essential on previous MBA programs as it allows learners to contextualise their own learning styles and understand the individual best practice dynamics moving forward through the duration of their MBA study.			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			
Reassessment Description The repeat assessment strategy for this module is broken into the above component parts. A learner who fails the assignment or cannot participate in the assignment will be given an opportunity to resubmit the above three components. However, in the case of a first sitting fail, this repeat assessment will be treated as a second sitting.			

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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	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning	Independent learning	220	Per Semester	18.33
Total Weekly Contact Hours				2.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Kuratko, D. (2019) <i>Entrepreneurship, Theory, Process and Practice</i>, 11h Ed., Cengage.</p> <p>Bouchard & Fayolle (2018) <i>Corporate Entrepreneurship</i>, 1st Ed., London, Routledge.</p> <p>Osterwalder & Pigneur (2010) <i>Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers</i>, US, Wiley & Sons.</p>	
<i>Supplementary Book Resources</i>	
<p>Bland, D.J. & Osterwalder, A. (2019) <i>Testing Business Ideas: A Field Guide for Rapid Experimentation</i>, Wiley.</p> <p>Reis, E. (2017) <i>The Start Up Way: How Entrepreneurial Management Transforms Culture and Drives Growth</i>, Penguin.</p> <p>Kim, W.C and Mauborgne, R. (2017) <i>Blue Ocean Shift: Beyond Competing – Proven Steps to Inspire Confidence and Seize New Growth</i>, Hachette Books.</p> <p>Osterwalder, A. & Pigneur Y., Smith, A, Bernarda, G. and Papadakos, P. (2014) <i>Value Proposition Design: How To Create Products and Services People Want</i>, Wiley.</p> <p>Reis, E. (2011) <i>The Lean Start Up: How Today's Entrepreneurs Use Constant Innovation Creates Radically Successful Businesses</i>, Crown Publishing Group.</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	