Module Guide

Entrepreneurial Mind-set Business Discovery & Development

BBS_5_BDD

School of Business

Level 5

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1.   MODULE DETAILS

Module Title:	Entrepreneurial Mind-set: Business Discovery & Development
Module Level:	5
Module Reference Number:	BBS_5_BDD
Credit Value:	20
Student Study Hours:	200
Contact Hours:	60
Private Study Hours:	140
Pre-requisite Learning (If applicable):	None
Co-requisite Modules (If applicable):	None
Course(s):	BA Business Management
Year and Semester:	Year 2, Semester 2
Module Coordinators:	Dr. Vijak Haddadi
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Subject Area:	Business and Enterprise
Summary of Assessment Method:	100% Coursework
External Examiner appointed for module:	Dave Bolton

2.   SHORT DESCRIPTION

Entrepreneurs know the best feeling in business discovery and development is when the start-up venture is developed to a size that suits the needs of the market and others believe in its success just like the entrepreneur and a "brand presence" is established. This module develops on the principles behind what gives entrepreneurs the mind-set and drive to develop and expand businesses, establishing a market presence for their new venture, and launching a presence for the brand.

The module gives entrepreneurial-minded students the tools to analyse, launch and establish presence of an enterprise venture within any highly competitive market, to build a positive reputation. Drawing upon the discovery and development of business profiling which is achieved through big-data, to uncover patterns and relationships in establishing an entrepreneurial venture, within their local environment.

3.   AIMS OF THE MODULE

This module aims to develop expertise in cultivating ones professional image as an entrepreneur. Entrepreneurial presence is to stand-out from the competitors by demonstrating knowledge, expertise, ease and genuineness instead of viewing sensitive topics as potential landmines, entrepreneurs are able to tackle issues to build better ventures, and to develop businesses.

4. LEARNING OUTCOMES

4.1 Knowledge and Understanding

A1: Develop an understanding of entrepreneurial traits, understand the knowledge surrounding the dream venture creation;

A2: Articulate an effective elevator pitch to gain support for ventures and establish knowledge of business market presence;

A3: Critically understand appropriate approaches for data sampling and obtaining quality information for establishing business presence;

4.2 Intellectual Skills

B1: Develop a business case describing a new business venture;

B2: Critically define and develop enterprise market strategies for small businesses; capitalising on market opportunities;

B3: Create processes to take advantage of opportunities in identification and screening, through effective quantitative problem solving and decision-making.

4.3 Practical Skills

C1: Analyse business markets understanding the environment;
C2: Demonstrate competency in using analytical techniques to analyse data for creating market presence;

4.4 Transferable Skills

D1: Apply an ethical understanding for the perspective of developing a business;
D2: Develop data analysis techniques and their application in a business context for identifying market gaps;
D3: Undertake survey analysis for interpretation and extrapolation of market gaps and presence.

5. ASSESSMENT OF THE MODULE

Formative Assessment:

During the module students will be required to develop an original entrepreneurial venture concept and present their analysis and proposed solutions. This work will be undertaken individually. Feedback on student's outline business case presentations will inform and support their extended business case report which is the focus of the summative assessment.

Summative Assessment: Coursework 100%

This will be an individual assignment and students will be required to develop a business case for an enterprise of their choosing that they have completed during the module and submit:

1. A report of 2000 words on the Entrepreneurial Venture Concept for a business of their choosing. (Weighing 50%)

2. A series of 3 individual reflections, due in weeks 4, 7, and 10 of the module, for 667 words each or a total of 2000 words, which demonstrate how the module content has been processed and understood to develop entrepreneurial mind-set and aid the development of the Entrepreneurial Venture Case. (Weighing 50%)

6.   FEEDBACK

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days.

7.   INTRODUCTION TO STUDYING THE MODULE

7.1   Overview of the Main Content

This module examines the principles behind what gives entrepreneurs the mind-set and drive to develop and expand businesses, establishing a market presence for their new venture, and launching a presence for the enterprise brand.

7.2   Overview of Types of Classes

This module will be delivered with a mixed delivery style that might include lectures, seminars, business case analysis, live case analysis and presentations from guest speakers. The module might draw on the experience of the staff and entrepreneurs associated with the Clarence Centre for Enterprise and Innovation and will have a strong practical focus.

7.3   Importance of Student Self-Managed Learning Time

Student responsibility in the learning and development process will be emphasised. Students are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas. Students will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these. Students must regularly access the Moodle site for this module. They should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.

Where appropriate, students are also expected to download the relevant seminar questions and study them in advance of each seminar, in order to derive maximum benefit from seminar time. The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

7.4   Employability

This module will explore the tools for employment as a business development agent and/or an entrepreneur, utilising available data to take advantage of markets and develop a presence for enterprise activities. Students are equipped with the ability to identify and take advantage of market gaps.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

Note that all required reading materials are provided in the lecture slides that will be made available on the Moodle site. Optional reading will be presented for each week as further research for those who are interested to deepen their knowledge.

SEMESTER 2	
Session	TOPIC
1	Lecture: Introduction / Who is an Entrepreneur?
2	Venture Finance (Guest Lecture)
3	How Perspective Generates Opportunity
4	Looking Outward: Users and Markets
5	Looking Inward: Defining your Vision
6	Prototyping, Pivoting, and Becoming Fearless
7	Getting Others on Board: Team, Tribe & Traction
8	Steering the Ship: Entrepreneurial KPI's
9	Mastering the Art of the Pitch
10	Putting it all Together: Your Venture Concept
11	Venture Studio 1 (*with Guest Venturer)
12	Venture Studio 2 (*with Guest Venturer)

9. STUDENT EVALUATION

This module is running for the third time now in 2019/2020.

LEARNING RESOURCES

Reading List

Core Reading

All core readings are provided in the lecture materials and can be downloaded via Moodle.

Background Reading:

- Thiel, P. (2014) *Zero to One: Notes on Startups or How to Build the Future*. Crown business.

- Diamandis, P., Kotler, S. (2020) *The Future Is Faster Than You Think: How Converging Technologies Are Transforming Business, Industries, and Our Lives*. Simon & Schuster.

- Ries, E. (2011) *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*. Crown Publishing group.

- Robbins, T. (1986) *Unlimited Power.* Simon & Schuster.

- Diamandis, P., Kotler, S. (2015) *Bold: How to Go Big, Create Wealth and Impact the World*. Simon Schuster.

- Canals, J . (2015). *Shaping entrepreneurial mindsets: innovation and entrepreneurship in leadership development*. Palgrave Macmillan.

- Priestley, D. (2013). *Entrepreneur revolution: how to develop your entrepreneurial mindset and start a business that works*. Capstone.

Optional Reading:

- Broadbent, C., and Hogan, T. (2016) The Ultimate Start-Up Guide: Marketing Lessons, War Stories, and Hard-Won Advice from Leading Venture Capitalists and Angel Investors. London: Career Press

- Danner, J, & Coopersmith, M. (2015) The Other "F" Word: How Smart Leaders, Teams, and Entrepreneurs Put Failure to Work. London: Wiley

- Russell, W., and Wirtenberg, J. (2016) The Sustainable Enterprise Fieldbook: When It All Comes Together (2nd edition). New York: American Management Association.

- Bygrave, W. D., & Zacharakis, A. (2014). Entrepreneurship (3rd edition). London: Wiley

- Lidow, D. (2014) Startup Leadership: How Savvy Entrepreneurs Turn their ideas into successful enterprises. London: Wiley

- Owens, T., & Fernandez, O. (2014). The Lean Enterprise: How Corporations Can Innovate Like Startups. New York: Wiley.