

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTTC.

Academic School/Department:	Business and Economics
Programme:	BA (Hons) Business Administration with Combined Studies
FHEQ Level:	6
Course Title:	Entrepreneurship and Business Development
Course Code:	ENT 6200
Course Leader:	TBA
Student Engagement Hours:	120
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Fall/Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course provides the students with an in-depth understanding of key concepts in entrepreneurship and business development. It will cover the different types of entrepreneur here – social, serial and lifestyle. The course addresses the theories and techniques applied to business development - new business formation (measuring start-up activity, new entrepreneurs and social networks), business growth and sustainability. Students learn about finance and small business and development strategies designed to develop business and businesses.

Prerequisites: ENT 5200

Aims and Objectives

The main aims of the course are to familiarize students with various concepts used in understanding processes involved in entrepreneurship and business formation and development. Provide context to those processes in the form of differences between small

and large firms, and the economic environment. Introduce key debates around entrepreneurship and small businesses and provide evidence which informs those debates.

Programme Outcomes:

A1, A2, A3, A4, A5, A7
B2, B3, B5,
C1, C2
D1, D2, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

Knowledge and Understanding

- Understand theories of entrepreneurship and business development
- Understand the key resources required to develop an existing business such as ideas and finance, launch a new venture, or initiate a business enterprise
- Be able to state, understand and evaluate the key factors needed to develop a successful business
- Understand the central role of opportunity recognition and marketing to business development
- Understand the creation of business sustainability

Cognitive Skills

- Identify the key steps required to initiate and develop a business enterprise
- Identify the key factors and be able to apply the key entrepreneurial process – command and control, calculated risk-taking and opportunity recognition to business development

Professional skills

- Critically evaluate and discuss the types of entrepreneurship that can stimulate business development
- Recognise the value of problem solving, effective business management and entrepreneurial thinking to business development.
- Be able to understand and apply financial and planning process within the development of a business.
- Be able to communicate effectively both verbally and in writing in relation to the topic.

Key Skills

- Effective oral and written communication skills in a range of media.
- Ability to develop strong analytical skills through listening and reflecting.
- Knowledge and understanding in the context of the subject.
- Time management: organising and planning work.
- Independent working.
- Planning, monitoring, reviewing and evaluating own learning and development

Indicative contents

- Theories of entrepreneurial process
- Practical elements: planning, starting, developing and sustaining a business venture
- Business formation and sustainability, innovation and opportunity
- Entrepreneurship capital and the transformation of opportunity
- Commercialisation (monetisation) of new ideas: new products/services, processes and/or new business/marketing models
Finance: Financing Start-Ups and expansion of high-growth firms
- Cultural Aspects of Entrepreneurship: intellectual property, contacts and networking in business startup and development.

Assessment

The assessment is composed of a written assignment and one 2 hour written examination. The assignment is designed to test the student's ability to identify specific business problems associated with business development, analyse them to focus on the vital issues and the relevant constraints and then to suggest and appraise possible solutions with a view to identifying the optimum strategy.

The examination will be used to test subject-specific knowledge and the ability to employ the analytical skills developed in the course.

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methods

Students will be exposed to a variety of teaching methods. Formal lectures will feature, but the emphasis of the delivery will rest with a semi-formal delivery style intended to encourage an active student participation and further group discussion of case work, writing and analysis, exposure to audio-visual resources.

Bibliography:

Indicative Reading

Bridge, S, O'Neill, K & Cromie, S (2003), *Understanding Enterprise, Entrepreneurship and Small Business*. Palgrave MacMillan

Recommended Reading List

Allen, K (1995), *Launching New Ventures: An Entrepreneurial Approach*, London: Upstart.

Bangs, D (1992), *The Business Planning Guide: Creating a Plan for Success in Your Own Business*, London: Upstart

Barrow, C., Burke, G. Molian, D & Brown, R. (2005), *Enterprise Development: The Challenges of Starting, Growing and Selling Businesses*, London: Thomson

Bolton, B & Thompson, J (2003), *The Entrepreneur in Focus: achieve your potential*, London: Thomson.

Burns, P (2005), *Corporate Entrepreneurship: Building an Entrepreneurial Organisation*, Basingstoke: Palgrave.

Harper, D (2003), *Foundations of Entrepreneurship and Economic Development*, Abingdon: Routledge.

Hisrich R & Peters, M (1995), *Entrepreneurship: Starting, Developing, and Managing a New Enterprise*, London: Irwin.

Lynn G S & Lynn, N (1992), *Entrepreneurship: Turning Bright Ideas into Breakthrough Business for Your Company*, New York: Probus Publishing.

Shane, S (2004), *A General Theory of Entrepreneurship: The Individual-opportunity Nexus*, Cheltenham: Edward Elgar

Westhead P & Wright, M (2000), *Advances in Entrepreneurship*, Cheltenham: Edward Elgar.

Journals

<i>Enterprise and Innovation Management Studies</i>	<i>Entrepreneurship and Regional Development</i>
<i>Entrepreneurship Theory and Practice</i>	<i>International Journal of Enterprise and Innovation</i>
<i>International Entrepreneurship and Management Journal</i>	<i>Industry and Innovation</i>
<i>International Journal of Innovation Management</i>	<i>International Small Business Journal</i>
<i>Journal of Business Venturing</i>	<i>International Journal of Entrepreneurial Behaviour and Research</i>
<i>Journal of Organisation Change Management</i>	<i>Journal of small Business and Enterprise Development</i>
<i>Leadership and Organisation Development Journal</i>	<i>Leadership Quarterly</i>
<i>Small Business Economics</i>	<i>GEM (Global Entrepreneurship Monitor)</i>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry