

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Master of Business Administration - Entrepreneurship
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Entrepreneur's Learning Journal
<b>Course Code:</b>	ENT 7905
<b>Total Hours:</b>	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

MBA Entrepreneurship students will take part in an intensive, immersive five-week entrepreneurship program in Silicon Valley, CA. This formative learning experience aims to develop the essential start-up skills entrepreneurs need to launch and sustain a successful venture, gain exposure to industry experts, and network with other like-minded entrepreneurs who share their vision of changing the world.

Each student will also complete a series of reflective entrepreneurial learning assessments. These assessments have been designed to help the student reflect on the skills they are learning, the benefits gained from the entrepreneurial learning experience, and to help them determine in which direction their current entrepreneurial skills and business ideas need further development.

### **Prerequisites:**

MBA Entrepreneurship students only. All taught provisions must have been completed prior to the start of the course.

### **Aims and Objectives:**

- To provide students with an opportunity to participate an immersive entrepreneurship training programme.
- To develop the hands-on skills needed for an entrepreneurship.
- To prepare students for entrepreneurial careers.
- To reflect upon entrepreneurial ideas and possible future business plans.
- To develop students' professional communication skills

### **Programme Outcomes:**

A1-A3, A5, B1-B5, C1-C5, D1-D5.

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry found at:

**Learning Outcomes:**

By the end of this course, successful students should be able to:

Subject Knowledge and Understanding (A)

1. Apply, in a practical manner to the business environment, knowledge and understanding gained through formal study
2. Use tools and techniques in practical business situations and critically evaluate their appropriateness and effectiveness
3. Test strategic concepts and theories and reflect on how successfully they can be applied in practice, in complex and familiar and unfamiliar real-life situations
4. Discuss current issues affecting business and key topics of academic debate and research.

Cognitive Skills (B)

1. Examine and comment upon the key aspects of organisational strategy, with particular emphasis on its influences and drivers and how options are evaluated and implemented in the organisation
2. Understand and reflect upon a firm's profit situation, identify reasons and offer solutions
3. Explain how their studies and research relate to the business environment

Subject specific, practical and professional skill (C)

1. Apply knowledge that will help them plan and evaluate future study and career development.

General/Transferable Skills (D)

1. Develop the interpersonal skills required to enable them to work efficiently as a member of a team trying to achieve organisational goals.
2. Developed a range of skills and attributes which will contribute to employment opportunities

**Indicative Content:**

- critical reflection on the internship experience
- the range of career pathways possible within the field of business and management
- hands-on skills within a specific sector of the field of business and management
- writing within a professional context
- how to approach the search for an internship

**Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

**Teaching Methodology:**

'Experiential Learning involves direct encounter with the phenomena or discipline being studied and the learning is achieved through reflection upon the everyday experiences' (Houle 1980). The Internship program utilizes these ideas and assists student with the

process of self-learning support by a faculty supervisor. Faculty supervision will be in a combination of meetings, correspondence through email, and assessment of written work.

**Indicative Text(s):**

There is no set text for this programme as students will research and read material relevant to their topic.

Bouquet, C., Barsoux, J., & Wade, M. (2021) *Alien Thinking: How to Bring Your Break Through Ideas to Life*. Penguin Business.

Cottrell, S. (2015). *Skills for Success*. Basingstoke: Palgrave Macmillan.

Draper, T. (2018) *How to be a Start Up Hero*, Beta.

Fanthome, C. (2004) *Work Placements: A Survival Guide for Students*. Palgrave Macmillan

Hooley, T. (2017) *You are Hired! Graduate Career Handbook: Maximise Your Employability and Get a Graduate Job*. British Library: Crimson Publishing

Moon, J. (2006) *Learning Journals: A Handbook for Reflective Practice and Professional Development*. Routledge

**Web Sites**

[www.cipd.co.uk](http://www.cipd.co.uk)

[www.practicebasedlearning.org](http://www.practicebasedlearning.org)

[www.work-experience.org](http://www.work-experience.org)

[www.gov.uk/national-minimum-wage-work-experience-and-internships](http://www.gov.uk/national-minimum-wage-work-experience-and-internships)

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

See syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Duration of internship is now defined by hours instead of weeks, Indicative text updated	School by email Feb/march 2018	
Revision – annual update	May 2023	
Total hours updated	April 2024	