

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	Business Enterprise and Innovation
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Enterprise Senior Project
<b>Course Code:</b>	ENTR 6401
<b>Total Hours:</b>	320
Timetabled Hours:	22.5
Supervised Learning Hours:	45
Independent Learning Hours:	252.5
<b>Credit</b>	32 UK CATS credits 16 ECTS credits 8 US credits

**Course Description:**

This senior project, the culmination of Business Enterprise and Innovation studies, requires substantial independent research centred on a real-world business opportunity or challenge.

Students will develop a comprehensive business plan for a new venture or innovative business expansion, involving detailed market analysis, financial forecasting, and strategic planning. Rigorous research, including potentially primary research with ethical approval, is essential. Students will receive guidance from a supervisor through scheduled meetings, with timetabled sessions focused on research skills, peer support, and presentations. This practical project provides valuable industry insights, equipping students with the skills to succeed in enabling innovation in both entrepreneurial and intrapreneurial contexts.

**Prerequisites:**

BUSM 5301 Research Methods and Skills for Business and Enterprise AND 70 Credits

**Aims and Objectives:**

To enable students to create a comprehensive business plan, demonstrating their mastery of business enterprise and innovation principles.

Upon completion, students will be able to: Conduct thorough market and financial analysis; Develop a strategic business plan; Apply relevant research methodologies; Manage independent research projects; Present business plans effectively; Gain practical industry insights and Conduct ethical research with effective use of AI Research tools.

**Programme Outcomes:**

A6II, A6III, B6II, B6III, C6I, C6II, C6III, D6I, D6II

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

<https://www.richmond.ac.uk/programme-and-course-specifications/>

**Learning Outcomes:**

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

Course Learning Outcomes	Programme Outcome
Select, evaluate and apply critical thinking to a identify and develop a new enterprise or innovative business expansion.	L6B (ii; iii)
Apply suitable research methods and techniques in the investigation.	L6A (ii)
Synthesise information to arrive at a coherent conclusion and recommendations.	L6A (iii)
Demonstrate the capability to work independently.	L6D (i)
Demonstrates autonomy in taking personal responsibility for ethical and sustainable practices within the practice of research.	L6D(ii)
Demonstrate professional oral and written communication skills.	L6C (i; ii; iii)

**Indicative Content:**

- Business opportunity identification and ideation.
- In-depth market analysis and competitive landscape assessments.
- Robust financial forecasts and projections for a business venture.
- Strategic business plans that demonstrate a clear understanding of operational requirements and target markets.
- Research methodologies, both quantitative and qualitative, to validate business assumptions and gather relevant data.
- Effective project management and independent inquiry skills.
- Present and communicate business plans and research findings in a professional and compelling manner.
- Insights into relevant industries and employment sectors, enhancing their employability.
- Ethical awareness in conducting research, including obtaining ethical approval where necessary.

**Assessment:**

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

**Teaching Methodology:**

To support this independent research project course will be delivered face to face through a combination of group workshops and interactive sessions and individual meetings with the supervisor. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

**Indicative Text(s):**

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2023) *Research methods for business students*. 9th edn. London: Pearson.

Wagner, S. (2024) *Science pitch: Present your research. Get to the Point*. USA: Springer.

**Journals**

FT-50 journals. Available at: <https://www.ft.com/content/3405a512-5cbb-11e1-8f1f-00144feabdc0> (Accessed: November 2024).

**Websites**

Ethical Entrepreneur E-Book. Available at: <https://online.fliphtml5.com/akrhu/xjcl/#p=1> (Accessed: November 2024).

Enterprise Educators UK. Available at: <https://www.etctoolkit.org.uk/> (Accessed: November 2024).

The Financial Times. Available at: <https://www.ft.com/> (Accessed: November 2024).

Statista. Available at: <https://www-statista-com.raiul.koha-ptfs.co.uk/> (Accessed: November 2024).

See syllabus for complete reading list.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Nov 2024	