

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	SLA / Richmond Business School
Programme:	BA Marketing BA Business Enterprise and Innovation
FHEQ Level:	4
Course Title:	Introduction to Entrepreneurship
Course Code:	ENTR 4101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 UK credits

Course Description:

This module is designed to provide students with a foundational understanding of the entrepreneur as an 'agent of change' within business and society.

Students will develop knowledge around the role of entrepreneurs, the history of entrepreneurship, and the personal dynamics that lead people to embark upon an entrepreneurial journey.

Students will be introduced to key entrepreneurial processes such as idea generation, idea evaluation, and idea execution. They will then explore different types of entrepreneurships, such as: apprenticeship, innovative entrepreneurship, corporate entrepreneurship, franchisee entrepreneurship, and social entrepreneurship. The course will conclude by looking at the role of entrepreneurial ecosystems.

This module will emphasise active learning involving case studies, simulations, and practical exercises. At the end of the course, students will be better placed to decipher whether they themselves wish to embark on an entrepreneurial path.

Prerequisites:

None

Aims and Objectives:

This module aims to provide a comprehensive understanding of entrepreneurship, enabling you to:

- Analyse the actions and influences shaping entrepreneurial endeavors.
- Develop an entrepreneurial mindset.
- Gain practical experience in developing and launching new products and services.

Programme Outcomes:

- A. Disciplinary Knowledge and Understanding
- B. Disciplinary Applied Skills
- C. Communication Skills
- D. Applied Skills

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 Outcomes
Understand the role of entrepreneurs as agents of change.	L4A (I)
Explain the core entrepreneurship processes.	L4A (I)
Identify different types and forms in which entrepreneurship manifests.	L4B (I)
Appreciate the importance of the entrepreneurial ecosystem and identify commonalities that lie behind entrepreneurial success.	L4B (I)

Indicative Content:

An Introduction to Entrepreneurship

- Definitions and history of entrepreneurship
- Contributions of entrepreneurship
- Who are entrepreneurs, where they are found, their different motivations.
- The benefits and risks involved in taking an entrepreneurial path.

Entrepreneurial processes

- The activity of generating entrepreneurial ideas.
- Developing and evaluating the merits of an entrepreneurial opportunity.
- Executing an entrepreneurial idea and building a successful entrepreneurial venture.

Types of entrepreneurship

- The difference between innovative and imitative entrepreneurship.
- Online entrepreneurship and entrepreneurship.
- Franchisee and corporate entrepreneurship.
- Social entrepreneurship.

Influences on entrepreneurial success

- Characteristics of successful entrepreneurs.
- The role of entrepreneurial ecosystems.

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. 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):

Barringer, B. and Ireland, R. (2022) *Entrepreneurship: successfully launching new ventures*. 6th edn. London: Pearson.

Blundel, R. *et al.* (2021) *Exploring Entrepreneurship: Practices and Perspectives*. USA: Sage.

Dimov, Dino, 2017, *The Reflective Entrepreneur*, London: Routledge.

Neck, H. M., Neck, C. P. and Murray, E. L. (2023) *Entrepreneurship: The practice and mindset*. USA: Sage publications.

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	