

COURSE SPECIFICATION DOCUMENT

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| Academic School / Department: | Richmond Business School |
| Programme: | BA Business Enterprise and Innovation |
| FHEQ Level: | 6 |
| Course Title: | Entrepreneurship: Skills and Methods |
| Course Code: | ENTR 6102 |
| 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 US credits |

Course Description:

This module provides a critical examination of key entrepreneurial methodologies and frameworks underpinning successful entrepreneurial ventures in today's dynamic business environment: an intersection between an entrepreneurial mindset, processes and technology.

The course will explore methodologies such as Lean Startup, Business Model Canvas, Design Thinking, and Disciplined Entrepreneurship. Students will develop a theoretical and practical understanding of these approaches, analyzing their application in diverse contexts. Through case studies and practical exercises, students will gain the skills to navigate the challenges of launching and scaling new ventures.

Prerequisites:

ENTR 5102 New Venture Finance and Growth or ENTR 5101 Managing Innovation and 70 Credits.

Aims and Objectives:

This module aims to:

- Equip students with a comprehensive understanding of prominent entrepreneurial methodologies such as: Lean Startup, Agile, Design Thinking, mixed approaches and disciplined Entrepreneurship.
- Develop students' ability to critically evaluate and apply these methodologies to real-world entrepreneurial challenges.
- Enhance students' analytical and problem-solving skills in the context of new venture creation.

Programme Outcomes:

L6A (ii), L6A (iii), L6B (i), L6C (ii), L6D (i)

A 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 |
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| Explain and compare the core principles major entrepreneurial methodologies. | L6A (iii) |
| Critically analyse the reasons for startup success and failure, drawing on relevant case studies. | L6A (ii) |
| Apply these methodologies to develop a data-driven business plan for a new venture. | L6B (i) |
| Utilize key metrics and analytical tools to assess market opportunities and measure venture performance. | L6D (i) |
| Effectively communicate entrepreneurial ideas and plans in both written and oral formats. | L6C (ii) |

Indicative Content:

- Defining a startup's vision and value proposition.
- The Build-Measure-Learn feedback loop.
- Lean Startup, Agile, Design Thinking, mixed approaches and disciplined Entrepreneurship, Systems Thinking.
- Validated learning and iterative development.
- Minimum Viable Product (MVP) development.
- The five stages of Design Thinking.
- Cohort analysis and customer segmentation.
- Actionable metrics and performance measurement.
- Pivot strategies in the startup lifecycle.
- The Disciplined Entrepreneurship framework.

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):

Cole, R. (2021) *Agile Now: Your Quick Start Introduction to Agile*. UK: Pearson.

Kuratko, D.F. (2024) *Entrepreneurship: theory, process, practice*. 12th edn. Boston, MA: Cengage.

Mawson, S. and Casulli, L. (2024) *Entrepreneurial Thinking: Mindset in Action*. California: Sage.

Neck, H.M., Neck, C.P. and Murray, E.L. (2024) *Entrepreneurship: the practice and mindset*. 3rd edn. Thousand Oaks, California: Sage.

Rigby, D., Elk, S. and Berez, S. (2020) *Doing agile right: transformation without chaos*. Boston: Harvard Business Review Press.

Journals

Journal of Innovation and Entrepreneurship.

Journal of Small Business and Entrepreneurship.

Journal of Entrepreneurship Development.

Entrepreneurship and Regional Development.

Websites

The Financial Times. Available at: www.ft.com (Accessed: November 2024).

McKinsey & Company (Global Management Consulting). Available at: www.mckinsey.com (Accessed: November 2024).

Entrepreneurs' Organisation (EO). Available at: <https://www.eonetwork.org/> (Accessed: November 2024).

Startup Nation. Available at: <https://www.startupnation.com/> (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 |
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| First Edition | Dec 2024 | |
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