

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business
Programme:	Business Management with Combined Studies
FHEQ Level:	6
Course Title:	Entrepreneurship and Business Development
Course Code:	ENT 6200
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	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 archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

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

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 Content:

- 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:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

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.

Indicative Text(s):

Burns, P., (2014), *New venture creation: a framework for entrepreneurial start-ups*, Palgrave Macmillan

Burns, P. (2016), *Entrepreneurship and small business: start-up, growth and maturity*, Palgrave Macmillan

Ireland, D., Hitt, M., Hoskisson, R. (2016), *Strategic Management: Competitiveness and globalisation*, 12th edition, London: Thompson.

McLaney, E.J., (2014), *Business finance: theory and practice*, Pearson

Mintzberg, H., Lampel, J., Quinn, J., Goshall, S. (2013), *The Strategy Process: Concepts, Contexts and Cases*, 5th edition, Harlow: Pearson

Porter, M.E., (2007) *Competitive Strategy*, Free Press, New York, Free Press.

Rae, Carter, S., Jones Evans, D. (2006), *Enterprise and Small Business*, 2nd Edition, London: Prentice Hall

Spinelli, S., Adams, R., (2012) *New venture creation: entrepreneurship for the 21st century*, McGraw-Hill/Irwin

Journals

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

Web Sites

Click here to enter text.

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
Updated Reading List	May 2017	