

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Business and Economics
Programme:	Masters of Business Administration
FHEQ Level:	7
Course Title:	Entrepreneurship Management
Course Code:	ENT 7100
Course Leader:	Bryan McIntosh
Student Engagement Hours:	200
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Spring
Credits:	20 UK CATS credits 15 ECTS credits 4 US credits

Course Description:

Entrepreneurship is not limited to small business start-up. In this course, students will explore the nature of entrepreneurial and innovative management within established organisations linked with organisational cultures and systems. This course provides all the perspectives on the creation and evolution of entrepreneurial ventures. It covers important aspects of launching a business from initial idea to growth and international expansion. It considers planning, marketing, financial, legal, control and human elements associated with the start up, acquisition or operation of a business from the entrepreneurial point of view. It also deals with the special considerations associated with the management of a family business. The course will address the need to manage effectively in environments that are uncertain and complex, and where appropriate strategic responses have to be crafted in recognition of limited resource and indeterminate outcomes.

Prerequisites: None

Aims and Objectives:

The aim of the course is to introduce the student to the nature of entrepreneurial management. The course aims to provide students with the ability to

- Discuss what is meant by entrepreneurial management
- Evaluate the contribution of entrepreneurial management to sustainable competitive advantage
- Assess and appraise risk management in different organisational entrepreneurial contexts
- Identify a range of strategies to overcome barriers to entrepreneurial management

Programme Outcomes:

A1, A2, A3, A4, A5

B1, B2, B3, B5

C1, C2, C3

D1, D4, D5

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

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

Learning Outcomes:

Having successfully completed the course, you will be able to demonstrate knowledge and understanding of:

- The requirement for entrepreneurial management within established organisations
- The need for continual strategic renewal of established organisations
- Factors influencing entrepreneurial management
- Different forms of corporate venturing given specific organisational cultures, and structures

Indicative Content:

- The nature of entrepreneurial management
- Competitive business environment and its influences upon organisational transformation and
- Organisational culture and its relationship to strategic renewal processes
- Different forms of entrepreneurial management
- Developing strategies for growth
- Leadership and management for corporate venturing
- Assessing and managing entrepreneurial risk
- Closing skills gaps; recruitment and development of the team
- Ethics, decision-making and entrepreneurial ventures
- Overcoming barriers to corporate entrepreneurship

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

A range of teaching methods will be used including lectures, workshops, tutorials and guest lecturers.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Browaeys, M & Price, R (2008) *Understanding Cross-cultural Management*, London: Pearson

Recommended Reading

Barrow, C, Barrow, P & Brown, R (2012), *The Business Plan Workbook*, (7th Edition), London: Kogan Page.

Kao, R (1997), *An Entrepreneurial Approach to Corporate Management*, London: Prentice Hall. Kirby, D (2003), *Entrepreneurship*, Maidenhead: McGraw Hill.

Londstroom, A & Stevenson, L (2005), *Entrepreneurship policy: Theory and practice*, London: Springer.

Stokes, D & Wilson, N (2006), *Small Business Management and Entrepreneurship*, London: Thomson.

Timmons, J & Spinelli, S (2008), *New Venture Creation*, Maidenhead: McGraw Hill.

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

Change Log for this CSD:

Major or Minor Change ?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry

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