

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Master of Business Administration – Entrepreneurship
FHEQ Level:	7
Course Title:	Enterprise Professional Project
Course Code:	ENT 7505
Course Leader:	Dr Greg Gannon
Student Engagement Hours:	230
Lectures:	Click here to enter text.
Seminar / Tutorials:	10
Independent / Guided Learning:	220
Semester:	Summer/Fall/Spring
Credits:	30 UK CATS credits 15 ECTS credits 6 US credits

Course Description:

The Enterprise Professional Project seeks to provide students with the opportunity to demonstrate their capabilities in researching, planning and delivering an entrepreneurial business idea.

Candidates are required to rigorously research and evaluate a new business idea, product, service or system within new or existing businesses or organisations. This will necessitate students integrating key knowledge, skills and learning experiences accumulated during previous postgraduate level studies in consolidating competence in undertaking an analysis of a business idea or an operational enhancement in a new or existing business or organisation. This capstone project is hence directed towards cultivating the desired attributes of professionalism, critical enquiry and problem solving, enterprise, creativity and innovation and in developing a global outlook towards futures in the students' professional domain.

Issues within the wider environment and operational considerations related to the business or organisation will be identified and evaluated and findings logically presented in an appropriate format. Cost implications where applicable should be fully accounted for and demonstrated. The completed The Enterprise Professional Project Presentation is intended to be of suitable quality and professionalism to demonstrate to an audience for peers, investors and industry professionals.

Prerequisites:

ENT7110 Entrepreneurship and Innovation Management. All taught provisions must have been completed prior to the start of the course.

Aims and Objectives:

In this capstone project candidates are required to demonstrate their competencies in conducting an original and independent analysis of an entrepreneurial or innovative business idea. For most students this will result in the creation of a new business plan. Candidates may also create a solution to an operational issue or new business opportunity in an existing organization. In recommending new business ideas or business solution to existing problems, there is a diversity of potential contents and formats for this Capstone Project.

Objectives:

1. Academic skills in the interpretation of entrepreneurial theory and best practice relevant to an industry specific problem or opportunity.
2. Strong academic rigor in the systematic collection, analysis and, interpretation of data and information, employing critical insight and the application of theories and concepts as appropriate.
3. Integrative skills in employing knowledge and skills derived from previous graduate studies, [for example: industry and sector analysis; competitor analyses; market trends; marketing research; financial planning; enterprise start up; project management] to conduct analysis and to draw conclusions and recommendations.
4. Business proposal presentation skills of an professional standard.

Learning Outcomes will be demonstrated by:

The presentation of a professional, industry appropriate report and exhibition presentation addressing a predetermined operational issue, commercial business or third sector organization.

Assessment 1

Activity: 7000 word Enterprise Project.

Students will demonstrate a rationale and research objectives for their project, establish the current state for knowledge and best practice in their chosen field.

Students will demonstrate the ability to apply concepts and models relating to such areas as: industry and sector analysis, competitor analysis, the macro-environment, market trends, marketing research, a marketing plan, Business Model Canvas, Lean Start-up, and Validated Learning and other concepts and models appropriate to their project.

Candidates will demonstrate how their business plan contributes to the triple bottom line of economic, social and environmental value. Candidates will demonstrate an understanding of financial, legal and ethical issues in the business area, and provide a project management schema for the development of their idea. Where appropriate methods for the collection of data will be demonstrated and justified. Where appropriate findings of secondary and or primary research will be demonstrated and analyzed.

Weighting: 70%

Assessment 2

Activity: Enterprise Presentation

The production of a professional and industry appropriate business presentation or exhibition of their project which demonstrates a reflective approach to learning and recommendations for implementation and continued development. Candidates will produce engaging visualisations of their business idea and defend their business plan and demonstrate the knowledge upon which it is based in an oral examination.

Weighting: 30%

Summary of Assessment activities:

Enterprise Project. Covering an initial evaluation and analysis of the business case (70%) and the demonstration of a professional, industry appropriate presentation of their final project addressing the business issues identified (30%).

Programme Outcomes:

A1, A2, A3, A4.

B1, B2, B3, B4

C1, C2, C3, C4

D1, D2, D3, D4

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:

Knowledge and Understanding (A)

- Demonstrate a high level of applied knowledge of entrepreneurial business research
- Justify the business research methods in relation to relevant business ecosystem(s)
- Apply appropriate business research designs for quantitative and qualitative research

Cognitive Skills (B)

- Evaluate possible outcomes with justification in relation to existing knowledge
- Critically reflect on the industry, sector and competitors in the market/entrepreneurial ecosystem.
- Critically reflect upon the economic, social and environmental sustainability of the business idea

Subject specific, practical and professional skills (C)

- Creatively apply concepts, models and methodologies appropriate to inquiry of an empirical subject area related to business
- Gather, organise and effectively communicate complex and abstract ideas and diverse information
- Develop and plan the implementation of a Lean development cycle using a Business Canvas or Lean Canvas model.

General/transferable skills (D)

- Demonstrate skills in the following areas: Business research organisation and planning, data analysis and reporting, critical reasoning, reporting and writing
- Evaluate ethical dilemmas likely to arise in business development and formulate solutions in dialogue with peers and stakeholders.
- Demonstrate initiative in organising and pursuing a supervised project, while accepting full accountability for outcomes

Assessment:

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

Teaching Methodology:

The Enterprise Capstone is an independent research project which promotes original and independent study project development. Students will be encouraged to integrate learning, skills and experiences derived from their postgraduate studies. Students are expected to learn and work independently. However, 6 hours of tutorial supervision will be provided to consolidate practical skills in issues relating to researching and developing enterprising and innovative business concepts. Candidates will also have the opportunity to submit a final draft to their supervisor 14 working days prior to the final deadline.

Specialist workshop sessions will also be provided to offer further guidance and advice if required by students.

Indicative Text(s):

- Bessant, J., Tidd, J., (2015). *Innovation and Entrepreneurship*, 3d ed., London: John Wiley and Sons.
- Bouquet, C., Barsoux, J., & Wade, M. (2021) *Alien Thinking: How to Bring Your Break Through Ideas to Life*. Penguin Business.
- Burns, P., & Dewhurst, J. (Eds.). (2016). *Small business and entrepreneurship*. Macmillan International Higher Education.
- Draper, T. (2018) *How to be a Start Up Hero*, Beta.
- McKeever, M. (2016). *How to write a business plan*. Nolo.
- Mollick, E. (2019). What the Lean Startup method gets right and wrong. *Harvard Business Review*, 10, 1-4.
- Reis, E. (2011). *The lean startup*. New York: Crown Business
- Thomas, G. (2017). *How to do your research project*. London: Sage Publishing.

Recommended additional literature

- Blank, S. (2013). Why the lean start-up changes everything. *Harvard business review*, 91(5), 63-72.
- Clarysse, B. & Kiefer, S., 2011. *The Smart Entrepreneur: How To Build For A Successful Business*, Elliott & Thompson.
- Frederick, H., O'Connor, A., & Kuratko, D. F. (2018). *Entrepreneurship*. Cengage AU.
- Gray, D. (2017). *Doing Research in the Real World*. London: Sage Publications.
- Joyce, A., & Paquin, R. L. (2016). The triple layered business model canvas: A tool to design more sustainable business models. *Journal of cleaner production*, 135, 1474-1486.
- Laasch, O., & Conaway, R. (2017). *Responsible business: The textbook for management learning, competence and innovation*. Routledge.
- Saunders, M., P. Lewis and A. Thornhill (2017) *Research Methods for Business Students*, Pearson Education
- The Harvard Business review *Entrepreneur's Handbook: Everything you Need to Launch and Grow Your Business* (2018) HBR Press.

Journals

The Journal of Entrepreneurship

<https://journals.sagepub.com/home/iei>

International Journal of Entrepreneurship

<https://www.abacademies.org/journals/international-journal-of-entrepreneurship-home.html>

International Journal of Entrepreneurial Behavior & Research

<https://www.emerald.com/insight/publication/issn/1355-2554>

The Strategic Entrepreneurship Journal

<https://onlinelibrary.wiley.com/journal/1932443x>

The Journal of Business Venturing

<https://www.journals.elsevier.com/journal-of-business-venturing>

Web Sites

Springwise: Innovation That Matters

<https://www.springwise.com/about/>

Small Business Ideas

<https://smepals.com/small-business-ideas>

Bplans: Starting a Business made Easy 500+ Free Sample Business Plans

<https://www.bplans.com/sample-business-plans/>

How to Make a Website for Free

<https://smepals.com/create-website>

Google Analytics

<https://marketingplatform.google.com/about/analytics/>

HubSpot The Who, What, Why & How of Digital Marketing
<https://blog.hubspot.com/>

Managing Innovation
<https://johnbessant.org/about-2/>

The Business Model Canvas
<https://www.strategyzer.com/canvas/business-model-canvas>

Getting From Business Idea to Business Model
<https://www.youtube.com/watch?v=wwShFsSFb-Y>

Visualizing Your Business Model
<https://www.youtube.com/watch?v=wIKP-BaC0jA>

Online Resources for Innovation and Entrepreneurship
<http://www.innovation-portal.info/online-resources-for-innovation-entrepreneurship>

The Business Plan Guide
<https://articles.bplans.com/writing-a-business-plan/>

Research Methods Knowledge Base:
<https://conjointly.com/kb/>

Beginners Guide to SEO
<https://moz.com/beginners-guide-to-seo>

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