

COURSE SPECIFICATION DOCUMENT

Academic School/Department: Business and Economics

Programme: BA (Hons) Business Administration with
Combined Studies

FHEQ Level: 5

Course Title: Entrepreneurial Theory and Practice

Course Code: ENT 5200

Course Leader: Marios Konstantinidis

Student Engagement Hours: 120

Lectures: 30

Seminar / Tutorials: 15

Independent / Guided Learning: 75

Semester: Fall/Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:

This course is designed to provide students with an understanding of enterprise at the individual, firm and societal level of inquiry. The course will enable students to understand theories of entrepreneurial behaviour, innovation and wider societal issues and enable them to relate such theories to practice. They will also simulate an understanding of the behaviours of an entrepreneur placed within the dynamic of business. The purpose is to enable students to be aware of the importance of enterprise in the economy.

Prerequisites: ENT 4200

Aims and Objectives:

The aims of this course are to develop an understanding of the psychological, sociological and economic theories of enterprise and entrepreneurship and to enable students to understand how to relate these ideas to practice.

Programme Outcomes:

A1, A3, A4, A5, A6, A7

C1, C2

B2

D1, D3

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:

Knowledge and Understanding (A1, A3, A5, A6, A7)

- Understand entrepreneurship theory in relation to large and small business
- Understand the role of entrepreneurship in the economy and society
- Understand the nature and characteristics of the entrepreneurship theory and practice
- Understand the fundamental principles of entrepreneurial practice

Cognitive Skills (B2)

- Identify and describe key elements of the entrepreneurship in relation to small and large business organizations
- Identify and describe the main components of entrepreneurship in business organizations and their immediate operational environment
- Identify the key actors and agents within the entrepreneurial process
- Describe entrepreneurial characteristics and behaviours and entrepreneurial strategy
- Analyze the behaviour and strategy of individual companies to their external and operational environment

Key Skills (D1, D3)

- 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 contents

- Nature and purpose of entrepreneurship and enterprise
- Common and essential attributes of entrepreneurs
- Motives for creating and developing new business venture
- Factors that determine business success

- Development approaches needed in a business environment
- Identification of objectives and strategic planning
- Entrepreneurship and Uncertainty
- Entrepreneurship and Innovation
- Start-up and development of a new business: relevance of the public, private and voluntary sectors
- Business networks
- Case-Studies: Selected examples of creativity in the marketplace - evaluation of its role in determining successful entrepreneurship

Assessment:

The assessment is composed of a written assignment and a two hours written examination. The assignment will be used to test awareness of a specific business problem related to entrepreneurial theory and practice, and allow the students to show innovation and creativity in the development of their own solutions to strategic business problems and planning.

The examination will be used to test subject-specific knowledge and understanding and transferable skills such as time management and presentational and communication skills.

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

Teaching Methods:

Weekly sessions will be divided between lectures and seminars. Lectures will offer an overview of the key theories and concepts, alongside with a critical perspective. Seminars will be the occasion for students to engage in developing their own project. Students are expected to read the corresponding chapters in the course textbook before each session. Portal will be used to upload lecture notes and other essential course-related information.

Bibliography:

Indicative text

Deakins, D & Freel, M (2006), *Entrepreneurship and Small Firms*, London: McGraw Hill.

Dhaliwal, S (2008), *Making a Fortune - Learning from the Asian Phenomenon*, London:

Capstone. *Recommended Reading*

Barrow, C, Barrow, P & Brown, R (2012), *The Business Plan Workbook*, (7th Edition),

London:
Kogan Page.

Bragg, A & Bragg, M (2005), *Developing New Business Ideas: A step-by-step guide to creating new business ideas worth backing* Harlow: Prentice Hall.

Bridge, S, O'Neill, K & Cromie, S (2003) *Understanding Enterprise, Entrepreneurship and Small Business*, Hampshire: Palgrave MacMillan.

Burns, P (2007), *Entrepreneurship and Small Business*, Hampshire: Palgrave

Macmillan. Carter, S & Jones-Evans, D (2006), *Enterprise and Small Business*,

London: Prentice Hall. Deakins, D & Freel, M (2006), *Entrepreneurship and Small*

Firms, Maidenhead: McGraw Hill. Drucker, P (1997), *Innovation and*

Entrepreneurship, Oxford: Butterworth-Heinemann.

Gibson, D (2006), *The E-factor: Entrepreneurial competencies for personal and business success*,

Harlow: Pearson.

Gill, J (2005), *Business Law for the Entrepreneur*, Bury St. Edmunds: Ask House.

Hisrich, R, Peters, M & Shepherd, D (2008), *Entrepreneurship*, Maidenhead:

McGraw Hill. 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.

Rae, D (2007), *Entrepreneurship from opportunity to action*, Hampshire: Palgrave
Macmillan.

Shane, S (2004), *A special theory of entrepreneurship: The individual opportunity
nexus*, Cheltenham: Edward Elgar.

Shepherd, D & Douglas, E (1999), *Attracting equity investors: Positioning, preparing
and presenting the Business Plan*, London: Sage.

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

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

Wickham, P (2006), *Strategic Entrepreneurship* (4th edition), London: Prentice

Hall.

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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