

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: Business Management
Digital Marketing

FHEQ Level: 3

Course Title: World of Entrepreneurship

Course Code: MGT 3210

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:

The course is designed to help students explore the 'aspirational journey' of entrepreneurship - its history, present and future. Students will get the opportunity to understand how the discipline of entrepreneurship started, what constitutes its eco-system and why it has become the focus of advanced, emerging and developing countries simultaneously. Students will learn about the Merchant-Capitalists of the eighteenth century up to and beyond the iconic global brands which were founded during the 2008 global recession. Students will explore the reasons behind the successes and failures of businesses like Segway, Amazon, Spotify and Toyota. They will also read the lives of inspiring leaders and legendary entrepreneurs like Jack Ma, Jeff Bezos and Michael Dell who crafted the world of entrepreneurship. At the end of the course, students will be able to decipher themselves whether they wish to take the path of those who made a real difference in the world.

Prerequisites: None

Aims and Objectives:

The aims of this course are to develop a deeper understanding of the discipline of entrepreneurship in the context of the origins of the field and its impact on the world at large. Students will also study case studies of entrepreneurs and organisations and learn the reasons behind their successes and failures. There will be guest speakers, networking events and workshops held via the in-house business incubator.

Programme Outcomes:

Business Management: A1, A5, A6, A7 B1, B5, C1

Digital Marketing: A1-4, B1-2, C1, D1

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:

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

- Learn the factors and events behind the origin of entrepreneurship.
- Examine major players of the entrepreneurship ecosystem.
- Understand the level of entrepreneurial activity across different Western and Asian countries.
- Explore key successful and failed businesses across different sectors.
- Identify commonalities among successful world-famous entrepreneurs.
- Appreciate the importance of critical thinking in the context of business.

Indicative Content:

- A brief history of Entrepreneurship.
- Entrepreneurship ecosystem in UK and other countries.
- Trends and challenges of running start-ups.
- Identification of business opportunities amidst the financial crisis of 2008.
- Events that led to the failure of Blackberry and Nokia.
- Rise and fall of Uber, Spotify and Alibaba.
- Michael Dell challenging IBM through its unique business model.
- Business lessons to be learnt from Toyota.
- Inside the Amazon – the everything store.
- World of Entrepreneurship after Covid-19.

