

## COURSE SPECIFICATION DOCUMENT

**Academic School/Department:** Richmond Business School

**Programme:** Business Management: Entrepreneurship  
Fashion Management and Marketing

**FHEQ Level:** 5

**Course Title:** Entrepreneurial Theory and Practice

**Course Code:** ENT 5200

**Student Engagement Hours:** 120

Lectures: 30

Seminar / Tutorials: 15

Independent / Guided Learning: 75

**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:**

GEP 4180 Research and Writing II

### **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:**

Business Management (Entrepreneurship): A1, A3, A4, A5, A7, B2, C1, C2, D1, D3

Fashion Management and Marketing: A1, A4, B2, 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:**

### Knowledge and Understanding

- 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**

- 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**

- 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:**

- 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:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

**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.

**Indicative Text(s)**

Greene, F., 2021., Entrepreneurship Theory and Practice, Red Globe Press, UK  
 Kuratko, D., 2019., Entrepreneurship: Theory, Process, Practice.  
 South-Western College Publishing.

**Journals****Web Sites**

See Syllabus for complete reading list

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Various updates as part of the	AB Jan 2022	

UG programme review		
Revision – annual update	May 2023	