

BUSI60041: Entrepreneurship

MODULE DESCRIPTION

How do you go from idea to business? This entrepreneurship module offers you a unique opportunity to build your knowledge, skills, and experience in starting up a new business. You will gain a behind-the-scenes perspective into the entrepreneurial world through lectures, project work, and guest lectures. The module aims to inspire you to develop an entrepreneurial mindset when setting up and driving new projects or when building your own businesses.

LEARNING OUTCOMES

By the end of the module, you will be able to:

- Apply key methods and tools used in the start-up ecosystem.
- Recognise key steps in discovering, evaluating, and implementing a start-up idea in practice.
- Identify challenges and ways to overcome them in testing and validating a new idea.
- Describe systemic issues (i.e., gender and racial inequality) prevalent in entrepreneurship more broadly.
- Recognise key organisational aspects in starting up a new business.
- Develop teamwork, project management and presentation skills.

MODULE CONTENT (this structure may vary slightly)

1. Entrepreneurship and Innovation
2. Entrepreneurship Methodologies
3. Evidence and Entrepreneurship (I)
4. Evidence and Entrepreneurship (II)
5. Markets and Customers
6. Leadership and Teams
7. Strategy and Start-Up Finance
8. Pitching
9. Sources of Capital
10. Purpose and the Dark Side of Entrepreneurship

TEACHING APPROACH

Teaching is delivered by 10 x 2-hour sessions. Sessions will normally be based on a combination of lectures, class discussion, group reflections, and guest talks. This approach encourages the achievement of the various module learning outcomes by ensuring the acquisition of knowledge and facts, as well as the development of critical appreciation of the learnt theory and concepts and how these can be applied to real-world contexts.

It is important that you come to class and be prepared to participate.

ASSESSMENT

- Group coursework 80%
- Participation grade 20%