

Module Title Entrepreneurial Studies	Reference BS4208 SCQF SCQF Level 10 SCQF Points 15 ECTS Points 7.5 Created May 2002 Approved July 2013 Amended August 2013 Version No. 4
Keywords Entrepreneurship, Entrepreneurial Process, Innovation, Small and Medium Enterprises	

This Version is No Longer Current

The latest version of this module is available [here](#)

Prerequisites for Module

None in addition to SCQF 10 entry requirements or equivalent.

Corequisite Modules

None.

Precluded Modules

None.

Aims of Module

To develop student awareness of the nature and worth of entrepreneurs and entrepreneurship in society and to the economy; To encourage students to utilise concepts of entrepreneurship in understanding the new venture process; To appreciate the risks,

The module will focus on the entrepreneurial process, using theory to explore the practical elements of planning, starting, developing and sustaining a business venture. The importance of innovation and opportunity recognition will be highlighted, as will the various ways and means to approach the seizing of these opportunities. This will involve reviewing the importance of intellectual property, new product development, business planning, sources of finance, the role of e-commerce, growth strategies, contacts and networking and other issues in business start-up and development.

Indicative Student Workload

<i>Contact Hours</i>	Full Time
Lectures	24

rewards, opportunities and realities associated with entrepreneurship.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1. Discuss the theories and concepts of entrepreneurship.
2. Recognise and discuss the essential elements of the entrepreneurial process, including the role of the entrepreneur, opportunity recognition, business planning, resource issues, innovation and growth.
3. Evaluate research relating to entrepreneurship, intrapreneurship and small business.
4. Apply analytical and enterprise skills in evaluating an entrepreneurial business.

Indicative Module Content

An introduction to the unit explains the nature and various definitions of entrepreneurship and considers the growing importance of this area. The role and importance of SMEs to the economy will be assessed as well as the nature of the entrepreneurial business

Tutorials	12
Assessment	10

Directed Study

Directed Study	40
Group work	20

Private Study

Private Study	44
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Mode of Delivery

This module will include lectures, case-studies, tutorials, group work, visiting entrepreneurs and directed independent learning. Emphasis is placed on applying theory to practice, enabling students to learn through case studies supported by guest entrepreneurs.

Assessment Plan

	Learning Outcomes Assessed
Component 1	1,2,3,4

The module is assessed by one piece of coursework - an individual essay or report.

Indicative Bibliography

1. BURNS, P., 2011. *Entrepreneurship and small business*. 3rd ed. Basingstoke: Palgrave MacMillan.

entrepreneurship business environment. The realities of entrepreneurship will be contrasted with its potential benefits.

2. CARTER, S. and JONES-EVANS, D., 2012. *Enterprise Enterprise and small business*. 3rd ed. Harlow: Pearson.
3. DEAKINS, D. and FREEL, M., 2012. *Entrepreneurship and small firms*. 6th ed. Maidenhead: McGraw-Hill.
4. BURNS, P., 2013. *Corporate Entrepreneurship: Innovation and Strategies in Large Organizations*. 3rd ed. Palgrave MacMillan.