BS0852: Entrepreneurship Online

MODULE AIMS

The entrepreneurship module offers you a unique opportunity to build your knowledge, skills and experience in starting up an innovative business, in looking for critical funding and in structuring a deal to make your business viable. You will embark on a practical experience through negotiating a term sheet for an entrepreneurial venture.

The module is geared towards students who want to develop an entrepreneurial mindset, want to undertake innovative business cases or have a general interest in entrepreneurial start-ups.

MODULE OBJECTIVES

The primary objectives of the module are:

- The process of preparing a start-up
- The concept of a commercial feasibility study
- Entrepreneurial market research
- How to develop a business model for your entrepreneurial idea
- How to get your idea financed
- How to deal with investors

LEARNING OUTCOMES

You will develop:

- Communication skills in a multi-disciplinary team under time pressure
- The strategic thinking required to effectively address the challenges of introducing new products to market
- The skills necessary to build a strong client-consultant relationship and deliver value through the project to the client

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

- Adopt a structured approach to market research and industry analysis
- Evaluate the commercial potential of an idea
- Prepare a start-up
- Negotiate a shareholders agreement

MODULE OUTLINE

1. Types of Opportunities
2. Linking Technologies with Markets
3. Emotions and Cognitions for Entrepreneurs
4. Protecting yourself from imitation as an entrepreneur
5. Value chains and value networks
6. Commercial strategies for startups
7. Market size and pricing
8. Pitching your Business Plan
9. Different forms of finance
10. Online simulation game: NEWCO

RECOMMENDED READING


The above will be complemented by various theme-specific readings.

The module is self-contained, in that all of the chosen topics are covered within its range of online resources (including links to external readings).

TEACHING METHODS

This module is made up of 10 self-guided sessions as well as live lectures and online tutorials. It will be equivalent to a face to face module.

THE HUB

Our bespoke, state-of-the-art online learning platform, The Hub, is revolutionising the online learning experience. It is simple to use and provides you with convenient access to all module materials and connects you with your peers and tutors. You'll have access to a variety of interactive learning activities such as video content, live sessions, discussions, polls, and case studies, all of which are designed to enhance your overall learning experience.

ASSESSMENT

The module will be assessed by:

- 70% - Group Assessment.
- 30% - Individual assessment. (One-hour examination on all aspects of the module (MCQ – date to be advised))