Module code | BB-2203  
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Module Title | Entrepreneurship and New Venture Creation  
Degree/Diploma | Bachelor of Business (Business Administration)  
Type of Module | Major Core  
Modular Credits | 4  
| **Total student workload** | 8 hours/week  
| **Contact hours** | 4 hours/week  
Prerequisite | None  
Anti-requisite | None  
Aims  
To provide students with understanding of entrepreneurship frameworks, concepts and models, as well as developing an appreciation of entrepreneurial mindset through practical exercises of entrepreneurial activities.  
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Learning Outcomes:  
On successful completion of this module, a student will be expected to be able to:  
| Lower order: | 30% | identify key elements of entrepreneurial traits, behavior and ecosystem.  
| | | describe key steps to set-up new venture.  
| Middle order: | 50% | discuss relevant theories, entrepreneurial models and frameworks.  
| | | summarise important management functions in overseeing business operations through its lifecycle.  
| | | apply understanding of new venture planning and management to identify issues in the area.  
| | | plan a basic business venture based on understanding of new venture development and management processes.  
| Higher order: | 20% | work independently and in-group.  
| | | produce and communicate research outputs effectively.  
Module Contents  
- Introduction to entrepreneurship  
- Entrepreneurship theories, frameworks and conceptual models  
- Inside the entrepreneurial mind  
- Entrepreneurial motivation  
- Smart Experimentation  
- New venture planning and creation  
- Organising the business venture  
- Strategic management for new ventures  
- Survival and growth of small businesses  
- Family business opportunities  
- Managing succession and ending the venture  
- Intrapreneurship  
Assessment  
Formative assessment  
Weekly discussion/individual presentations and feedback  
Examination: 50%  
Coursework: 50%  
- One Group project (25%)  
- One Group presentation (15%)  
- One Individual assignment (10%)  
Summative assessment  
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