

Module code	BB-2203		
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.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	30%	<ul style="list-style-type: none"> - identify key elements of entrepreneurial traits, behavior and ecosystem. - describe key steps to set-up new venture. 	
Middle order :	50%	<ul style="list-style-type: none"> - 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%	<ul style="list-style-type: none"> - work independently and in-group. - produce and communicate research outputs effectively. 	
Module Contents			
<ul style="list-style-type: none"> - 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	
	Summative assessment	Examination: 50% Coursework: 50% <ul style="list-style-type: none"> - One Group project (25%) - One Group presentation (15%) - One Individual assignment (10%) 	