

UCIL 24002: SEMESTER 2

10 CREDITS LEVEL 2

ENTREPRENEUR: INNOVATOR AND RISK-TAKER

DR CATHERINE CASSON

(Masood Enterprise Centre, Alliance
Manchester Business School)



Successful entrepreneurs are characterised by their ability to take risks in order to generate innovations. By exercising judgement, they develop those innovations into viable businesses.

Entrepreneur: Innovator and Risk-taker focuses on how entrepreneurs generate the ideas to create and grow their firm. You will learn to recognise business opportunities and evaluate them by examining successes and failures from the past and the present.

Lectures 1 and 2 explore entrepreneurial characteristics and idea generation. Lectures 3-8 examine the impact of entrepreneurs in the sectors of clothing and homeware, beauty, agriculture and natural resources, transport and communication, music and technology. Successful entrepreneurs often grow their firm through further innovations. However, there are barriers to growth, including the financing of additional research and development and the management of employees. Lectures 9-12 examine the challenges and consider how both large and small firms can overcome them.

Enhance your career prospects by taking a module that links historical examples to contemporary business issues

Bespoke module designed for those with no previous business knowledge

Assessment: Choose from either two 1,000 word case study analyses or a single 2000 word written assignment on innovation at the sector level (100%)

Further details at Masood Enterprise Centre and University College for Interdisciplinary Learning