

Course ID 004666

## **Entrepreneurial Skills**

**MCEL 10011**

**Credit rating 10**

**Unit coordinator:** Adam Frost and Rob Martin

*ECTS credits 5*

**Repeated in Semester 1 and Semester 2**

**Alliance Manchester Business School**

*Undergraduate*

**Level 1**

***FHEQ level ' First part HE study/Bachelors'***

### **Marketing course unit overview**

This unit is specifically designed so students understand the processes entrepreneurs go through when researching and developing a business opportunity for presentation to potential investors

Students will be expected to identify and develop an idea which has the potential to be commercialised. The idea will be generated through use of practical and creative techniques developed within the unit. Students will then research their idea identifying key information which would support the development of a Business Plan. This will be done through the examination of the process of commercialisation, identifying information such as the ideas' market potential, its potential strategy and its capacity for monetarisation. The output of this research will be developed into a detailed business proposal, to be aimed at potential investors,, which identifies the value and uniqueness of the identified opportunity.

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### **Aims**

By the end of the unit students will have acquired fundamental skills and understanding relating to the entrepreneurial process of generating an idea with commercial potential, creating a new venture, and working intrapreneurially (to support an existing organisation) through the development of products or services. Students will use a range of tools and frameworks both practical and theoretical to support these pursuits.

### **Syllabus**

- CREATIVITY
- PRODUCT AND SERVICE DESIGN CONCEPTS
- CONSUMER DRIVEN DESIGN
- BUSINESS PLANNING (1)
- BUSINESS PLANNING (2)
- MARKETING AND MARKET RESEARCH
- INTELLECTUAL PROPERTY
- TEAM BUILDING
- PRICING & FINANCIAL STRATEGIES
- FINDING SOURCES OF FINANCE

### **Teaching and learning methods**

The unit will be delivered through a series of formal lectures, workshops and surgeries. Lectures will be used to introduce broad-level theoretical concepts and frameworks relating to entrepreneurial activities. The series of workshops will, in part, be used to provide input in relation to ideas generating skills, creativity, developing information searching skills, and presentation and report writing skills. The workshops are very practical and will allow students to practice and implement many of the themes discussed within the lecture framework. The surgeries provide time for students to work on their own projects, work in critical peer groups developing their ideas, or use the tutor for advice and guidance in the development of their course work.

The unit is fully supported via BlackBoard and copies of all the lecture material and additional supporting information is available within this environment.

### **Assessment methods**

Formative assessment:

A short proposal of your chosen business idea presented as a set of power point slides (10 Max) as directed by the unit handbook - this mark not used towards your final mark, but will give you an idea of your unit progress.

Summative assessments Assignment:

A Business Plan Presentation of 3000 words max (100%)

### **Feedback methods**

Formative feedback is the feedback given to help you to develop and improve students' work with the unit of study.

Additional formative feedback is available to you through the following means:

- Attending lectures, joining discussions about case studies and doing short work tasks set within the lecture session.
- Your lecturer will reply to brief individual questions at the end of each lecture session, if there is time available
- Your lecturer will provide brief replies to your e-mailed enquiry.

- Your lecturer may feedback messages to the whole class via Blackboard if the point that you have raised could be of benefit to the whole class.

In this unit, a summative work assessment is marked and comments will be returned to you via Blackboard (and where

### **Requisites**

NONE

**Available as free choice?** Y

### **Recommended reading**

Bragg, M, and Bragg, A. (2005), *Developing New Business Ideas: A step-by-step guide to creating new business ideas worth backing*, FT/Prentice Hall, Harlow

Stutely, R. (2012) *The definitive business plan: the fast-track to intelligent business planning for executives and entrepreneurs*, Pearson, Harlow

Harris, T. (2019) *Start-up: a practical guide to starting and running a new business*, Springer, Cham Switzerland

Mullins, J.W. (2003), *The New Business Road Test*, 1st ed. FT/ Prentice Hall, Harlow

Worthington, I. and Britton, C. (2000) *The Business Environment*, 3rd ed. FT/Prentice Hall, Harlow

Atrill, P. and McLaney, E. (2002), *Financial Accounting for Non Specialists*, 3rd ed, FT/Prentice Hall, Harlow

### **Scheduled activity hours**

Lectures	24
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<b>Independent study hours</b>	76 hours
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### **Additional notes**

#### **Available as a free choice option**

For Academic Year 2022/23

Updated: March 2022

Approved by: UG Committee Chair