

# ***Tools and Techniques for Enterprise***

**MCEL 30001**

**Credit rating 10**

**Unit coordinator:** Lee Webster

***Alliance Manchester Business School***

*Undergraduate*

## **Level 3**

### **Course unit overview**

The unit examines the ways that entrepreneurs (or intrapreneurs) assess potential business opportunities using a range of simple business tools and models. The unit encourages students to make reasoned business decisions based on evidence available to them that may help them start their own businesses and/or increase their employability.

### **Aims**

The unit aims to:

- To explore the role of entrepreneurs in society
- To examine the processes involved in taking an idea and developing it into a business proposition
- To understand the market for a business proposition and how to position the proposition within that market
- To inspire students to passionately embrace enterprise as an essential component of their development

### **Employability skills**

Other

A range of pertinent skills: time management, critical thinking, information literacy, report writing (distinct from essay writing) and making decisions based on incomplete evidence or information are required.

### **Syllabus**

The unit focuses on analysing the steps needed to take an idea and shape it into a viable business proposition. The unit looks specifically at the entrepreneurial process - i.e. how an entrepreneur assesses an opportunity, the resources and the team available to develop a sustainable business strategy.

The importance of entrepreneurship (both economically and socially) is covered and reference is made to enterprise within existing organizations (denoted intrapreneurship).

The following will be covered:

Enterprise and the Knowledge Economy

The External Environment

Opportunity Recognition and Evaluation

Introduction to Marketing

Market Research Processes

Business Strategy

Business Models

## Social Enterprise

Entrepreneurs, Resources and Teams

### Teaching and learning methods

#### Lectures

The unit will be delivered as a series of lectures with case studies and in-class activities for students to work on both alone and in small informal groups.

### Assessment methods

Summative assessments: Business Report 1000 to 1500 words - 20% Examination 2 hours - 80%

### Feedback methods

- 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 are a few minutes to spare.
- 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.

### Requisites

This unit cannot be studied with MCEL30031.

### Recommended reading

#### Reading References

#### Main Texts

Lowe, Robin, and Sue Marriott. *Enterprise: Entrepreneurship and innovation*. Routledge, 2012.

#### Recommended Reading

Johnson, G., Whittington, R., Regnér, P., Angwin, D., & Scholes, K. (2020). *Exploring strategy*. Pearson UK..

Malhotra, Naresh, Dan Nunan, and David Birks. *Marketing research: An applied approach*. Pearson, 2017.

Kotler, Philip, and Gary Armstrong. *Principles of marketing*. Pearson education, 2010.

Doyle, Peter, and Philip Stern. *Marketing management and strategy*. Pearson Education, 2006.

### Scheduled activity hours

Lectures	22
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<b>Independent study hours</b>	<b>78 hours</b>
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### Additional notes

2nd year students are welcome to take this unit.

This unit runs in both semester one and semester two. Please choose only one semester in which you wish to take this unit.

Note: This unit can not be studied with MCEL30031.  
**Timetable**<https://ughandbook.portals.mbs.ac.uk/Non-AllianceMBSstudents/Timetables.aspx>  
For Academic Year  
Updated:  
Approved by: