



ENTREPRENEURSHIP TAUGHT UNITS

Work on you
for you.



Reach
your
potential

Learn the
skills
you want



Become more
employable



Create your
own success.

Survive
Thrive



Available for all undergraduate and postgraduate students.



Masood
Entrepreneurship
Centre

Masood Entrepreneurship Centre (MEC) is an integral part of the University's commitment to embedding enterprise and entrepreneurship teaching and learning within the curriculum.

We understand the importance of entrepreneurship skills in today's world. That's why we aim to provide you with as many opportunities as possible to gain valuable experience that will help you secure the job you want or even set up your own business.

Get ahead of the curve. Stay ahead of the game.

What we believe in? In teaching you how your core discipline knowledge can be applied in an enterprising context - giving you the ability to recognise commercial opportunities and the insight, confidence, knowledge, and skills to act upon them.

Throughout the year, we offer a range of co-curricular activities, including competitions, speaker events, workshops, and start-up support programmes for students with ambitions to learn or launch their ideas. We're here to help you achieve your goals and reach your full potential.



'Entrepreneurship is not just about starting your own business; it's about identifying opportunities, creating ideas, and making those ideas into working innovations.'



Who can take these units?

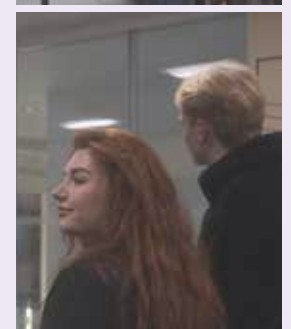
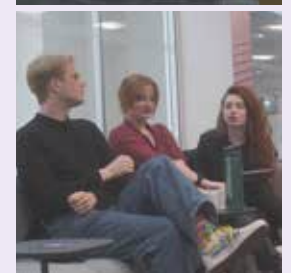
Available for all undergraduate and postgraduate students across the University

- ✿ Open to students with free elective units in their degrees from any subject background.
- ✿ No prior study or experience in this area is required.
- ✿ Let's bring your ideas and entrepreneurial learning to life together.

The prerequisites...

Just an open mind to learn.
We break down tricky business jargon, topics, and new perspectives for everyone to understand.

ABOUT MEC



Undergraduate open electives

SEMESTER 1

UNIT CODE	UNIT TITLE	CREDIT
MCEL10001	Exploring Enterprise	10
MCEL10011	Entrepreneurial Skills	10
UCIL22001	Essential Enterprise	10
UCIL21331	Developing an Entrepreneurial Mind-set	10
MCEL30011/40011	Advanced Technology Enterprise	10/15
MCEL30001	Tools & Techniques for Enterprise	10/15
MCEL30051/40031	Enterprise Strategy & Marketing	10/15
MCEL30111	Developing Business Ideas	10

SEMESTER 2

MCEL10002	Entrepreneurial Skills	10
MCEL10022	Exploring Enterprise	10
UCIL22002	Essential Enterprise	10
UCIL24002	Entrepreneur: Innovator & Risk Taker	10
MCEL30012/40002	Advanced Technology Enterprise	10
MCEL30122	Enterprise in Healthcare	10
MCEL30022	Interdisciplinary Sustainable Development	10
MCEL30002	Tools & Techniques for Enterprise	10
MCEL30052	Enterprise Feasibility	10
BMAN31212	Investment Economics and Innovation	10
UCIL23002/23022	Introduction to Sports Business: Innovation, Marketing Strategy and Sustainability	10/20

These are a wide range of taught units available for students at all levels - email entrepreneurship@manchester.ac.uk if you would like to discuss these options in more detail.

► Sign up to these open electives on your **My Manchester** with approval from your course administrator.

Postgraduate open electives

SEMESTER 2

UNIT CODE	UNIT TITLE	CREDIT
MCEL60032	Business Creation & Development	15
MCEL60021/2	Shaping Ideas for the Market (semester 1 & 2)	15
MCEL63402	Essential Risk Management for Business	15
MCEL60142	Developing Enterprising Individuals	15
MCEL60091/2 (PhD)	Innovation & Commercialisation of Research (Semester 1 & 2)	15
BIOL60760 - SBS	Commercialisation in Life Sciences (FBMH)	45

MSc International Fashion Retailing – Entrepreneurship & Innovation

MCEL62101	External Environment
MCEL62202	Innovation Methods
MCEL62302	Retail Marketing

School Specific Options

		Semester	Credit
MCEL30031 - CS	Enterprise Management for CS	1	10
MCEL30032 - CS	Managing Finance in Enterprise for CS	2	10
MCEL30102 - EEE	Commercial Technology Development	2	10
MCEL40042 - CS	Business Feasibility Study	2	15
BIOL31080 - SBS	Life Sciences Enterprise Project (FBMH)	1+2	30

SCHOOL/ PROGRAMME SPECIFIC OPTIONS



Why study entrepreneurship?

Studying our units can greatly enhance your CV and employability through:

- Learning how to use that entrepreneurial mindset, thinking creatively in your field of expertise and developing the ability to succeed.
- This gives you an edge, whether you want to be an entrepreneur or use these transferrable skills for an existing employer.

Entrepreneurial skills are crucial in supporting global economic growth.

Learn how to complement your specialist subject knowledge with entrepreneurial thinking.

A good degree and a well-written job application may get you an interview, but to secure the job, you must demonstrate your ability to **make a difference**.



- 01 Build the initiative, ambition, and confidence to start up your own venture or to innovate within an existing organization.**
- 02 Gain an understanding of how businesses operate in your sector of interest.**



ENTREPRENEUR: INNOVATOR & RISK TAKER

UCIL 24002

Entrepreneurs who are successful possess the ability to take risks in order to generate innovations. They exercise good judgement to develop those innovations into viable businesses, and as the business grows, they and their employees must continue to generate further innovations to stay competitive. Drawing from past to present day case studies, this unit will explore how entrepreneurs generate ideas that enable them to create and grow their firms. It will also teach you how to identify and evaluate potential business opportunities. By the end of this unit, you will be equipped with the skills you need to become a confident entrepreneur.

Formative assessment: 500 words on 'what innovation has had the biggest impact on society and why?'

Summative assessment: Choose between two 1,000 word case study analyses or a 2,000 word assignment on innovation at the sector level.

ESSENTIAL ENTERPRISE

UCIL22001/22002

Commercial acumen is crucial for success in business and understanding enterprise in society. In this unit, you will learn key principles for growing and innovating in today's economy. Through case examples and group work, you will develop skills in enterprise, innovation, and problem-solving. We will also discuss how enterprise and innovation impact individuals and society, including important ethical concerns.

Formative assessment: Business report summary

Summative assessment: Individual report (70%) and Individual reflection (30%)

INTRODUCTION TO SPORTS BUSINESS: INNOVATION, MARKETING STRATEGY AND SUSTAINABILITY

UCIL23002/23022

Are you interested in the dynamic and fast-paced world of professional sports? Do you have a passion for innovation and want to explore how an entrepreneurial approach can drive positive change in this industry? The aim is for students to develop intellectual skills and a deeper understanding of relevant theory and concepts by adopting an entrepreneurial approach in the sports industry. Students will gain an understanding of innovation, leadership, new business ventures, marketing, industry structures, organisations, and stakeholders as well as challenges to entrepreneurial activity and sustainable value creation.

Formative assessment: Blackboard quiz

Summative assessment: Group presentation, Individual report, Reflective portfolio.

DEVELOPING AN ENTREPRENEURIAL MIND-SET

UCIL21331

Ever wondered why some people become entrepreneurs? Have you thought about what it takes to become a successful entrepreneur, or questioned whether you could become one yourself? This unit will help you understand who entrepreneurs are and what it takes to become successful. You will learn how entrepreneurs acquire and implement a wide range of tools and techniques to enhance their success. Additionally, you will be able to assess your own entrepreneurial strengths, weaknesses, opportunities, and threats to better understand what drives you and how you can achieve success.

Formative assessment: Set of narrated PowerPoint slides

Summative assessment: Group presentation (30%); Individual self-development roadmap (70%)

ADVANCED TECHNOLOGY ENTERPRISE

MCEL30011/40011/40002

Connect your main subject to the commercial world and the practicalities of financial decision-making for new products and services. The course covers understanding finance to identify problems and make decisions for projects based on customer needs. Explore the process of identifying and using available information resources required for the proposed business activity, with access to a live database of funding sources. Other topics include profitability, managing risk, entrepreneurial control of costs, and managing a growing business.

Formative assessment: Individual support for your coursework ideas and rough drafts

Summative assessment: Individual report 100%

TOOLS & TECHNIQUES FOR ENTERPRISE

MCEL30001/30002

This is an introductory look at how entrepreneurs think, plan, and create new ventures. You will build the necessary skills to evaluate the business environment to create social and economic value. Coursework includes a business report analysing the changing business environment, and an exam that applies core concepts and research techniques.

Formative assessment: Draft business report

Summative assessment: Business report - 20%; Examination 2 hours - 80%

ENTERPRISE STRATEGY & MARKETING

MCEL30051/40031

This unit covers important tools and frameworks for strategic and marketing planning for new and established enterprises. It teaches you how to compete for customers and make a business successful. We look at examples of both successful and unsuccessful organisations, including new ventures, established businesses, and business units of large corporations. You will also learn how to create and assess a marketing plan for different enterprise contexts such as consumer products, services, and industrial markets.

Formative assessment: Marketing mix summary

Summative assessment: Structured marketing report - 100%

‘Don’t be scared to start something with a beginner’s mind. If you do, you’ll probably succeed because you won’t be afraid to learn new things.’



DEVELOPING BUSINESS IDEAS

MCEL30111

This unit teaches creativity techniques for developing business ideas that solve problems. You’ll learn how to gather and analyse market intelligence in changing business environments like “Digital transformation” and “Industry 4.0.” You’ll also learn to communicate effectively and develop a business model that creates, delivers, and captures value for stakeholders.

Formative assessment: Individual report 500 words; online citation quiz

Summative assessment: Individual report 100%

EXPLORING ENTERPRISE

MCEL10001/10022

Entrepreneurship requires vision and creativity, and firms often seek these qualities in potential employees for graduate-level positions. This unit teaches you how to apply entrepreneurial characteristics like risk-taking, innovation, and judgement to a variety of sectors, from the arts to the sciences. Political, social, and economic factors can impact entrepreneurial opportunities, and you will learn to identify and respond to these factors.

Formative assessment: Initial Individual company assessment

Summative assessment: Individual project - 100%

ENTERPRISE IN HEALTHCARE

MCEL30122

This unit will teach you about healthcare innovation and enterprise skills. You will learn how to apply innovation to healthcare aspects such as diagnostics technology, preventative healthcare, patient engagement, access to medicines, affordable healthcare, social innovation, community engagement, and health policy. The unit will also help you develop commercial skills to drive innovation and value added care. Additionally, you will learn about using technology to improve social determinants of health in future healthcare services.

Formative assessment: Presentation for an innovative healthcare idea

Summative assessment: 10 minute presentation (30%); Analysis report, 3000 word report (70%)

INTERDISCIPLINARY SUSTAINABLE DEVELOPMENT

MCEL30022

This unit covers sustainability concepts and tools, showing how companies can contribute to sustainable development. You’ll learn how both new and established businesses can integrate sustainability into their organisation, including their business model, strategy, offerings, and marketing. The goal is to develop your skills and knowledge in evaluating and devising sustainability management for both startups and large enterprises.

Formative assessment: Blackboard quiz

Summative assessment: Group project - 30%; Individual report - 70%

‘You can’t predict the future, but you can prepare for it.’

KEY MEC FIGURES

80%

Survival rate of MEC start-ups

35

Student/graduate/staff start-ups created each year

£50m

We have over 280+ start-ups surviving their first three years of business, employing over 1,000 people and generating over £50m in turnover

ENTERPRISE FEASIBILITY

MCEL30052

Transforming a business idea into reality can be a challenging process, but with the right guidance and approach, it is definitely achievable. This unit provides an immersive and in-depth experience in developing a business, with particular focus on supporting you to develop your own business ideas through market research and careful planning. By the end of the course, you will be confident in pitching your idea through a presentation.

Formative assessment: PowerPoint slides proposing a business idea

Summative assessment: Oral presentation - 50%; Structured feasibility poster - 50%

INVESTMENT ECONOMICS AND INNOVATION

BMAN31212

This unit will equip you with the essential skills required to analyse investments and new projects in organisations with confidence, even if you have no prior experience in project investment appraisal. You will have the opportunity to conduct investment analysis by selecting and describing a case study of your choice, applying formal techniques and indicators, and presenting your findings in a structured report. Previous projects have ranged from retail businesses and restaurants to renewable energy schemes, theme parks, and company takeovers.

Formative assessment: Project proposal

Summative assessment: Spreadsheet model and accompanying project appraisal report – 100%

ENTREPRENEURIAL SKILLS

MCEL10011/10002

Learn how to spot business opportunities, develop ideas, and create a detailed business plan in this unit. Gain confidence and entrepreneurial skills to research and develop potential business opportunities for both large firms and small start-ups. You will learn how to create a detailed business plan, including methods and techniques in idea formation, business model development, business research, early-stage product marketing, organisation development, and financial planning.

Formative assessment: Business idea proposal summary

Summative assessment: Individual business plan - 100%



BUSINESS CREATION & DEVELOPMENT

MCEL60032

This unit provides you with case study experience of the processes and activities involved in developing a new venture at the start-up or early stage of development. You will work in groups with a real-life client business, conducting analysis on the business owner, the internal operations of the venture as well as the venture's external business environment. Using the outcomes of this analysis, you will develop a set of strategies and recommendations for progressing the development of the firm. The unit will help develop applied skills, testing your academic knowledge and technical skills in a consultancy-style client relationship, with specific focus on business analysis and business planning.

Formative assessment: Individual critical reflection outline; Interim group presentation

Summative assessment: Individual critical reflection - 60%; Group business report - 40%

SHAPING IDEAS FOR THE MARKET

MCEL60021/60022

This unit provides a detailed examination of one of the primary steps in the entrepreneurial process: identifying an opportunity and subsequently developing a business model. Entrepreneurs must learn how to build and leverage their networks to gain information from potential suppliers, partners, and customers. Throughout this unit, students will learn about various methods for obtaining market intelligence and how to analyse and interpret that research to identify, evaluate, and refine valuable opportunities. The ultimate goal is to develop a viable business model that indicates how value will be created for whom, how it will be delivered, and how value will be captured by stakeholders.

Formative assessment: Individual PowerPoint slides

Summative assessment: Individual report part 1, 1600 words (40%); Individual report part 2, 2400 words (60%)

ESSENTIAL RISK MANAGEMENT FOR BUSINESS

MCEL63402

This unit takes a holistic approach to risk management in business and provides practical tools for managing risk, with a strong emphasis on effective risk communication methodology. Our practical tools include the use of a visual tool (BowTie) that makes risk understandable to all stakeholders, and software by CGE Risk Management Solutions that provides a state-of-the-art risk management solution. Rest assured that this unit will equip you with the necessary knowledge and skills to confidently manage risk in any business setting.

Formative assessment: Summary report

Summative assessment: Individual report - 60%; Individual presentation - 40%

DEVELOPING ENTERPRISING INDIVIDUALS

MCEL60142

Ever thought about why people become entrepreneurs? Or if you could become one yourself? Being an entrepreneur is tough, physically and emotionally. This unit will show you how successful entrepreneurs use motivation and self-reflection to improve their decision-making skills and enhance their personal and venture's performance. You'll study case studies and personal development tools, models, and theories of entrepreneurship to develop your own entrepreneurial skills.

Formative assessment: Small set of PowerPoint slides related to assignment topic

Summative assessment: Structured report - 50%; Self-development plan - 50%

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