

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTFC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA Business Administration with Combined Studies
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	Introduction to Entrepreneurship
<b>Course Code:</b>	ENT 4200
<b>Course Leader:</b>	Parviz Dabir-Alai
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This course provides an introduction to the concept and practice of entrepreneurship. The course intends to provide the 'big picture' on entrepreneurship, but to also cover a number of key micro issues relating to the more numerous small businesses that make up the majority of all business activity in societies everywhere. The course readily acknowledges that there is no single theory or model of entrepreneurship; but this lack of a distinct theoretical spine provides the course with its strongest advantage as this provides for an opportunity to present a multiplicity of case work and concepts. The emphasis is on comparing the diversity of approaches found within the world of the entrepreneur.

**Prerequisites:** MGT 3200

**Aims and Objectives:**

This course aim to provide students with an introductory discussion on the key issues concerned with the setting up of and the running of a business. Students will develop an understanding of what motivates entrepreneurial activity in the first place, how it may be nourished and encouraged.

The course will expose students to understanding how businesses typically grow and understand this within the context of other broader macro-environmental factors. The objectives of the course are to help students:

### **Programme Outcomes**

A1, A2, A3, A4, A5 B1, B5  
C1, C2  
D1, D3, D4

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:  
<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

### **Learning Outcomes:**

By the end of this course, successful students should be able to:

#### **Knowledge and Understanding**

1. Understand the theories of strategy and entrepreneurial strategy and be able to apply them through the formulation, implementation and evaluation of a strategic plan for an organisation.
2. Identify the tools used to develop strategy and to apply these in an entrepreneurial context.
3. Students will gain a basic understanding of the key economic and financial issues associated with start-up activity.

#### **Cognitive Skills**

1. The ability to create, evaluate and access a range of options, together with the capacity to apply ideas and knowledge to a range of business and other situations.
2. The cognitive skills of critical thinking, analysis and synthesis, including the ability to identify assumptions, evaluate statements in terms of evidence, to detect false logic or reasoning, to identify implicit values, and to define terms adequately and to generalise appropriately

#### **Practical and Professional Skills**

1. Qualitative skills including the ability to work with case studies.
2. The ability to apply business models to business problems and phenomena.

#### **Key Skills**

1. Self-awareness, openness and sensitivity to diversity in terms of people, cultures, business and management issues.

2. Effective performance within a team environment, including leadership, team building, influencing and project management skills.
3. Effective oral and written communication skills in a range of traditional and electronic media.
4. Effective self-management in terms of time, planning and behavior, motivation, self- starting, individual initiative and enterprise.

### **Indicative content**

1. Understand the basic ideas behind entrepreneurial decision making within a strategic framework.
2. Develop an introductory familiarity with the use and relevance of public policy to entrepreneurial decision making.
3. Develop an understanding of the key differences between small and large business operations, including the importance of 'entrepreneurship'.
4. Develop a basic familiarity with financing issues in relation to start-ups.
5. Discuss the management styles of entrepreneurs and their role in limiting or enhancing growth prospects

### **Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee found at:  
<http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>.

### **Teaching Methodology:**

Students will be exposed to a variety of teaching methods. Formal lectures will feature, but the emphasis of the delivery will rest with a semi-formal delivery style intended to encourage an active student participation and further group discussion of case work, writing and analysis, exposure to audio-visual resources. The faculty teaching this course, and the students, will receive support through guest lectures on topics selected by the course tutor. The usual faculty support during office hours will also be available. Students will be given every encouragement to read ahead of the weekly sessions. Entrepreneurs will give get lectures.

### **Bibliography:**

#### *Indicative Texts*

Storey, D J & Greene, F J (2010), *Small Business and Entrepreneurship*, London: Pearson Higher Education

#### *Recommended Reading List*

Bhide, A V (2000), *The Origin and Evolution of New Businesses*, Oxford: Oxford University Press.

- Freeman, C & Soete, L (1997), *The Economics of Industrial Innovation*, 3rd edition, London: Pinter.
- Gimeno A, Baulenas G & Coma-Cros, J (2010). *Family Business Models: Practical Solutions for the Family Business*, London: Palgrave MacMillan.
- Moores, K & Barrett, M (2003), *Women in Family Business Leadership Roles: Daughters on the Stage*, London: Edward Elgar Publishing.
- Pensrose, E (1959), *The Theory of the Growth of the Firm*, Oxford: Oxford University Press.
- Zimmerer, T W & Scarborough, N M (2011), *Essentials of Entrepreneurship and Small Business Management*, Global Edition, 6th Edition, London: Pearson Higher Education.

### *Journals*

*Journal of Business Venturing Entrepreneurship, Theory and Practice International Small Business*  
*Journal Entrepreneurship and Regional Development Small Business Economics*  
*Journal of Small Business Management Strategic Entrepreneurship Journal*  
*Journal of Small Business and Enterprise Development International Journal of Entrepreneurial Behaviour and Research*  
*Venture Capital: An International Journal of Entrepreneurial Finance International Journal of Entrepreneurship and Innovation*  
*Family Business Review*  
*Journal of International Entrepreneurship Social Enterprise*  
*World Review of Entrepreneurship, Management and Sustainable Journal of Enterprising Culture*  
*Entrepreneurship*  
*International Entrepreneurship and Management Journal*  
*Journal of Entrepreneurship*

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

---

### Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	Pre-requisites changed from MGT 4200 and ECN 4105 to MGT 3200	School: 14 <sup>th</sup> Nov. 14	
Minor	Format Change new template		
