

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Entrepreneurship and Project Planning
Course Code:	LBM 7401
Course Leader:	
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course combines ideas and concepts from the fields of Entrepreneurship, Innovation and Project Planning in order to create a learning environment that allows students to deconstruct taken-for-granted tools, theories and practices by thinking-out of the box, to create proactive solutions to contemporary business problems as well as develop the ability to stretch boundaries in an attempt to identify innovative entrepreneurial solutions in luxury brands. By stretching the students thinking, intellectual, creative and innovative skills, it is hoped they will make better entrepreneurs, managers and leaders in luxury products and services internationally.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate various sources of information, through an entrepreneurial lens, as a platform for establishing the basis for a commercial activity.
- To critically understand and apply a selection of conceptual frameworks and toolkits required to assess and plan a new entrepreneurial activity.
- To examine contemporary perspectives concerning the current and future viability of luxury brands in a series of markets.

Programme Outcomes:

A1, A2, A3, A4, A5

B1, B3, B4, B5

C2, C4, C5

D1, D2, D3, D4, D5

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/admitted-students/programme-and-course-specifications/>

Learning Outcomes:

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

Knowledge and Understanding

- Critical understanding of entrepreneurship and the qualities of an entrepreneur.
- Evaluate differing information sources, market forces, and approaches to ideation and innovation - from different industry, regional, and cultural perspectives for commercial gains.
- Be able to have an in-depth knowledge of project planning the launch of branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define the critical success factors of entrepreneurs in luxury brand markets.
- Examine critically contemporary perspectives concerning emerging markets, current and future trends.

Cognitive Skills

- Develop a critical and practical approach to capitalising on current and future trends relevant to a selection of international markets.
- The ability to engage in arguments in order to address stakeholder demands concerning the viability of a new branded luxury proposition.
- The application into the international context of project management concepts that support the viability and execution of branded luxury offerings.
- To take a critical stance on the commercial launch of luxury brands to a cross-section of stakeholders throughout the value chain.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern communication methods and resources.
- Become familiar with project management and planning, and the different approaches to presenting plans in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and channel partners.
- Advise on the suitability and viability of branded luxury offerings to relevant markets.

General/transferable skills

- Ability to analyse contemporary market patterns and predict future trends orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in luxury markets.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Definitive qualities of an entrepreneur
- Entrepreneurial organisations and cultures
- Cultural perspectives on entrepreneurialism
- Ideation, Innovation, and Concept Testing
- Identifying markets and channel partners
- Fundamentals of Project Planning
- From elevator pitch to investor engagement
- Project Management
- Performance measures

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee) and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2014), *The Management of Luxury – A Practitioner’s Handbook*, Kogan Page, UK.

Morris, M & Covin, J.C. (2011), *Corporate Entrepreneurship* (International Ed.), South-Western College Publishing, USA.

Burns, P., (2011), *Entrepreneurship and Small business*, Palgrave,UK.

Bygrave, D. & Zacharakis, A. (2010), *Entrepreneurship*, John Wiley and Sons,USA.

Malcolm, G. (2010), *The Outliers: The Story of Success*, Allen Lane, UK/ USA.

Kuratko, D. (2009), *Entrepreneurship- Theory, Process and Practice*, Southern-Western Cengage learning, USA.

Mullins, J. (2009), *The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan*, Financial Times Prentice Hall, London.

Rae, D. (2007), *Entrepreneurship- from opportunity to action*, Palgrave, UK.

Drucker, P. (1993), *Innovation and Entrepreneurship*, Collins, USA.

Journals

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing
- Harvard Business Review

- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>

<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>

<http://www.centaur.co.uk/>

<http://www.cim.co.uk/home.aspx>

<http://www.davidmeermanscott.com/resources.htm>

<http://www.haymarket.com/home.aspx>

<http://www.ipcmedia.com/>

<http://www.mad.co.uk/Home/Home.aspx>

<http://www.marketingmagazine.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.mintel.com/>

<http://uk.nielsen.com/site/index.shtml>

<http://www.prweek.com/uk/>

<http://www.uktvadverts.com/Home/>

<http://www.utalkmarketing.com/>

<http://www.visit4info.com/>

