

Aims of the course: This course combines the theoretical understanding and the practical application of entrepreneurship or entrepreneurial behavior. It examines the role of entrepreneurship as a key factor in the success of an SME and considers the Business Plan as a framework to capture entrepreneurial aspiration. It is aimed at students who either wish to understand entrepreneurship as a subject or who are considering starting their own business.

Learning outcomes and competences:

By the end of the course students should be able to:

- Examine the history of the study of entrepreneurship
- Understand entrepreneurship in the context of growing a business
- Appreciate different types of entrepreneurial behaviour including intrapreneurship within larger organisations and social entrepreneurship
- Comprehend the structure, content and development of a Business plan for a Start-Up company

Course content:

An appreciation of entrepreneurial theory is critical in understanding the psychology and behaviour of the individual entrepreneur within the framework of developing a successful business. How entrepreneurs approach the challenges of starting, growing or developing an existing company and even prepare to exit a business are well-research areas of academic study.

Course content in details:

- Introduction and definitions of Entrepreneurship
- The psychology of the entrepreneur and their behaviours – attitude to issues such as risk and wealth creation
- The key role of innovation within entrepreneurship
- Key aspects of the Business Plan
- Global comparison of Government policy to support entrepreneurs
- Social entrepreneurship
- Business Growth models for SMEs
- Entrepreneurship and marketing
- Sources of Finance for Start-up businesses
- Entrepreneurial behaviour within larger organisations: managing the entrepreneur

Grading scale:

Grade	%
1	90 - 100
2	75 - 89
3	60 - 74
Failed	below 60
4+	50 - 60

Teaching methods and workload (hours of workloads):

Attendance and participation in lectures	26	hours
Preparation for lectures	26	hours
Preparation of essay paper	39	hours
Preparation of presentation	13	hours
Total	104	hours

Assessment methods (weight):

Active lecture/seminar/workshop/tutorial participation/ attendance	20%	
Essay paper	50%	
Presentation	30%	
Total – maximum		100 %

Literature:

	ISBN	Title	Authors	Year
	978-0230247802	Entrepreneurship and Small Business	Burns, P	2010
	978-0750685085	Innovation and Entrepreneurship	Drucker, P	2007
	978-1408007457	Entrepreneurship	Stokes, Wilson & Mador	2010