

Module code	BB-2203		
Module Title	Entrepreneurship and New Venture Creation		
Degree/Diploma	Bachelor of Business (Business Administration)		
Type of Module	Major Core/Breadth		
Modular Credits	4	Total student workload	8 hours/week
		Contact hours	4 hours/week
Prerequisite	Nil		
Anti-requisite	Nil		
Aims			
To provide students with an understanding of entrepreneurship frameworks, concepts and models, as well as developing an appreciation of entrepreneurial mindset through practical exercises of entrepreneurial activities.			
Learning Outcomes:			
<i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order :	20%	<ul style="list-style-type: none"> - identify key elements of entrepreneurial traits, behavior and ecosystem. - Understand type of entrepreneurial models and frameworks. 	
Middle order :	30%	<ul style="list-style-type: none"> - review resources on business plans and ideas. - review and analyse relevant theories and practices in entrepreneurship-scape. 	
Higher order:	50%	<ul style="list-style-type: none"> - develop effective communication skills through the art of Pitching. - improve skills in developing networking. - develop business strategies and plan. 	
Module Contents			
<ul style="list-style-type: none"> • Concept of entrepreneurship-meaning and characteristics of entrepreneurship; entrepreneurship culture; socio-economic origin of entrepreneurship • Entrepreneurship theories, frameworks and conceptual models • Inside the entrepreneurial mind - creativity, innovation and entrepreneurship; how to enhance creativity; creative process; sourcing, screening and evaluating ideas • Entrepreneurial motivation-motivating, compelling and facilitating factors, entrepreneurial ambition, achievement motivation theory • Smart Experimentation • Business model canvas • New venture planning and creation – introduction to the business plan; purpose and format; problems associated with the business plan; main component of the business plan • Organising the business venture – legal forms of business ownership, franchising, buying existing business, organizational design issues, administration plan • Strategic management for new ventures • Survival and growth of small businesses • Family business opportunities • Managing succession and ending the venture • Intrapreneurship – the process of Intrapreneurship 			
Assessment	Formative assessment		Discussion every fortnight and feedback
	Summative assessment		Examination: 30%
			Coursework: 70% <ul style="list-style-type: none"> - Individual Assignment (20%) - Group Project (20%) - One Business Report (30%)