

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Bachelor of Arts (Honours) Business Enterprise and Innovation Awarded by Teesside University
Module Title	Entrepreneurship in Action
Module Syllabus No. (if any)	CSE2014-N
Content	<p>Early theories of entrepreneurship originate in the field of economics, whereby the primary purpose was to define the 'entrepreneurial function'. The functional perspective literally means 'an entrepreneur is what an entrepreneur does'. Entrepreneurship in this module content will take into account entrepreneurship as a process and how it operates in society. However, entrepreneurship is more than a social phenomenon, it is also about the individual, and identification of the individual's character and behavioural traits will also be considered.</p> <p>The content of the module will pay particular attention to the theory of effectual entrepreneurship and the relationship between social entrepreneurship and bricolage. Students will have the opportunity to engage with local social enterprises and apply the theories to practice. The five principles of effectuation will inform the students' understanding of entrepreneurship in action and provide the base of the study, particularly in the context of establishing and running a micro or small business.</p>
No. of Teaching Hours	36 hours
Teaching Methods	Lectures
Assessment Methods and Weightages	Assessment is ECA (70%) 1 x 2,500 word essay and ECA (30%) 1 x 10 minute oral presentation.
Skills for Maximising Learning Outcomes	Reading and Research
Dates of Examinations, Major Assessments and Assignments	See University Academic Calendar
Recommended Text	Effectual entrepreneurship 9781138923782 Read, Stuart; Sarasvathy, Saras D.; Dew, Nick; Wiltbank, Robert Ellis 2016 - Second edition
Additional Reference Texts (if any)	Entrepreneurship and small business: start-up, growth and maturity 9781137430359 Burns, Paul 2016 - Fourth edition
Additional Remarks (if any)	

No.	Learning Outcomes/Aims
1	Apply communication skills using a range of appropriate means.
2	Reflect upon the learning experience of engaging with an external organisation
3	Demonstrate in-depth knowledge and understanding of the factors involved in entrepreneurship and enterprise planning.
4	Undertake critical analysis of the role of innovation and creativity in relation to the development of an enterprise.
5	Conduct research about entrepreneurship in practice using a range of appropriate tools and methods.
6	Identify and manage ethical and sensitive issues.
7	Action aims to investigate the entrepreneurial function and appraise the entrepreneurial journey from the beginning
8	To engage with local social enterprises and apply the theories to practice

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.