

Title of the Module/Unit	21. Entrepreneurship and New Venture Creation
Module/Unit Description In this section kindly provide a brief description of the module	The module enables students to develop a sound theory grounded understanding of an entrepreneurial set-up through the exploitation of an innovative idea. It will present an understanding of the role of the entrepreneur in the new venture creation process. They will become knowledgeable about the personality traits, characteristics, backgrounds, experiences and interests of successful entrepreneurs. Students will develop the intellectual skills to understand, analyse, and critically evaluate theories, frameworks, and models relating to new venture creation and entrepreneurial management. They will learn how to recognize, assess, and articulate new venture opportunities; to gain insights into required resources for venture development and growth. They will apply these in a practical context through a work-out in a group by proposing a coherent and viable business concept, developing a pitch for this concept and writing a feasibility study of the idea. These activities will be supported by the tutor.
Learning Outcomes	Competences:
Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc.	At the end of the module/unit the learner will have acquired the responsibility and autonomy to: <ul style="list-style-type: none"> a) Establish the defining characteristics of the entrepreneurial mind set. b) Distinguish the nature of the entrepreneurial process in a variety of organisational contexts. c) Select gaps in the market which could develop into opportunities. d) Recognize the role of innovation in new venture success. e) Classify the challenges of establishing a new venture.
Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc.	Knowledge:
(Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>)	At the end of the module/unit the learner will have been exposed to the following: <ul style="list-style-type: none"> a) A critical understanding of the theoretical linkages that exist between entrepreneurship and new venture creation. b) An appreciation of the distinguishing motivations which entrepreneurs theoretically exhibit for creating new ventures. c) An understanding of the models concerning the creative process in the development of a business opportunity.

<p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p>	<p>d) The recognition of the models which labels the stages involved in identifying and screening entrepreneurial opportunities.</p>
	<p>Skills:</p>
	<p>At the end of the module/unit the learner will have acquired the following skills:</p> <ul style="list-style-type: none"> a) Critically communicate data related to the processes surrounding the growth of, and exit from, entrepreneurial ventures. b) Critically evaluate alternative business models for the exploitation of entrepreneurial opportunities. c) Appraise a range of possible market opportunities and sustain arguments in a structured and systematic manner. d) Apply theories, concepts and methodologies in a practical context. e) Demonstrate a broad understanding of life as an entrepreneur.
	<p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <ul style="list-style-type: none"> a) Use their initiative, problem solve and make decisions. b) Work effectively with others in a group context. c) Show evidence of reflective practice and business acumen.

<p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <ul style="list-style-type: none"> a) Apply Digital skills to prepare and deliver presentations. b) Exercise effective team working skills through digital technology. c) Demonstrate competence in searching the research literature and documents through digital databases. d) Show a high level of competence in using online learning tools and resources. 	
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