Course Specification

BA Enterprise and Entrepreneurship

FBLU044

Academic Year 2020/2021

Faculty of Business and Law
School of Strategy and Leadership
International Centre of Transformational Entrepreneurship

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.
PART A Course Specification
BA Enterprise and Entrepreneurship

1. Introduction

The BA (Hons) Enterprise and Entrepreneurship is a unique course, aimed at University students with a keen interest in creating their own entrepreneurial venture or project. This may include business or social enterprise start-up, growth projects within family or established businesses, or private or public sector intrapreneurship. The course is focused around the concept of ‘value creation’ and the activity of transforming purposeful ideas into action, thus generating value for someone other than oneself. The value created can be social, cultural or economic.

Modules lead students through three main stages of value and venture creation: first idea generation and feasibility assessment, secondly planning and implementation, and thirdly scaling and growth. Students learn ‘about’ entrepreneurship and value creation through the exploration of theoretical underpinnings and completion of a research dissertation. They learn ‘For’ entrepreneurship and value creation, with an emphasis on experiential learning through guided individual and group projects, and through the analysis of real case studies. Finally, and innovatively, students learn ‘Through’ entrepreneurship and value creation, developing entrepreneurial effectiveness through self-directed, negotiated projects, venture creation, and consultancy activities. Reflection and personal development planning are considered vital tools for student learning and are embedded throughout course.

The course matches the QAA (2015) subject benchmarks for Business and Management, the QAA (2012) guidelines for enterprise and entrepreneurship, and the EU (2016) Entrepreneurial Competencies Framework which introduces the value creation concept.

Applicants to the BA (Hons) Enterprise and Entrepreneurship may have previous or current experience of running a business, work within a family business, or find the prospect of self-employment interesting. Additionally they may see the advantages of developing entrepreneurial capabilities and skills as beneficial for employability post-university, or to facilitate the creation and delivery of entrepreneurial projects within the private sector as an entrepreneur.

2 Available Award(s) and Modes of Study

<table>
<thead>
<tr>
<th>Title of Award</th>
<th>Mode of attendance</th>
<th>UCAS Code</th>
<th>FHEQ Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons) Enterprise and Entrepreneurship</td>
<td>Full time: 3 Years</td>
<td>NN1F</td>
<td>Degree with Honours – 6</td>
</tr>
<tr>
<td>BA Enterprise and Entrepreneurship</td>
<td>Full Time with a study abroad / placement year: 4 Years.</td>
<td></td>
<td>Unclassified degree - 6</td>
</tr>
<tr>
<td>Diploma of Higher Education in Enterprise and Entrepreneurship</td>
<td></td>
<td></td>
<td>Diploma of Higher Education - 5</td>
</tr>
<tr>
<td>Certificate of Higher Education in Enterprise and Entrepreneurship</td>
<td></td>
<td></td>
<td>Certificate of Higher Education – 4</td>
</tr>
</tbody>
</table>

3 Awarding Institution/Body

Coventry University.

4 Collaboration

n/a

5 Teaching Institution and Location of delivery

Coventry University

6 Internal Approval/Review Dates

Date of latest review: March 2017.
Date for next review: Academic year 2025/2026.

7 Course Accredited by

Not Applicable

8 Accreditation Date and Duration

Not Applicable
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Date of Course Specification</td>
<td>September 2020</td>
</tr>
<tr>
<td>11 Course Director</td>
<td>Dr Kelly Smith</td>
</tr>
</tbody>
</table>
12 Outline and Educational Aims of the Course

The overall aim of the course is to allow students to experience self-employment and provide them with necessary capabilities required in the business world, hence preparing them for a future career as an entrepreneur (for those who find self-employment suitable) or intrapreneur within a Small and Medium Enterprise (SME), large private organisation, or within the public sector (for those who find self-employment unsuitable).

The educational aims of the Enterprise and Entrepreneurship course are to:

1. Stimulate interest and develop expertise to equip the students to generate value through the creation of an entrepreneurial idea, reviewing the feasibility of this idea, formulating a viable business plan, and taking the necessary steps to set up and run a business or entrepreneurial project;
2. Provide the students with an educational opportunity to broaden their knowledge around the specialist subject area of their entrepreneurial idea, to support their venture and to develop a pool of transferable skills;
3. Enable the students to experience value creation whilst in the supportive environment of the University and make informed decision about the type of their future employment.

The general aims of the programme are:

1. To enable students to develop their potential and add value to their skills and capabilities;
2. To develop student’s capacity for independent learning and decision-making;
3. To provide a learning environment which is supportive, secure and responsive to needs of individuals;
4. To provide graduates who can contribute to regional development and competitiveness by setting up new businesses;

The course furthers Coventry University’s 2021 Corporate Strategy aim for the education of undergraduate students whereby “we will provide our students with a transformative learning experience, preparing them to make significant contributions to their professions, the economy and society to become a creative force in a rapidly evolving world.” It also contributes to the corporate plan for enterprise though “the continued embedding of entrepreneurship and social enterprise within our educational programmes and employability provision”.

The course philosophy, teaching and assessment strategies, and learning outcomes reflect the most recent QAA Subject Benchmark for Business and Management (2015), the QAA guidance for Enterprise and Entrepreneurship Education (2018), and recent research and policy recommendations, for example, the EU Entrepreneurial Competencies Framework (EntreComp; 2016).
13 Course Learning Outcomes

The Course Learning Outcomes are derived from the course aims, and are therefore appropriately aligned with the relevant FHEQ level, QAA Subject Benchmark Statements and Guidance, and Coventry University’s corporate plan and education strategy (2021).

A student who successfully completes the course will have achieved the following Course Learning Outcomes:

1. Demonstrate a breadth of knowledge of theoretical concepts and perspectives that underpin value and venture creation within national and international contexts (e.g. markets, marketing and sales, customers, finance, organisational behaviour, operations, business analysis, digital business, business policy and strategy, and innovation and enterprise development)
2. Evaluate the operational, cultural, and strategic processes of setting up, growing and scaling an entrepreneurial venture
3. Understand issues around sustainability, social responsibility, responsible leadership and ethics, and consider their application to entrepreneurial ventures
4. Assess and apply appropriate theories, concepts, models or techniques to identify, analyse and make recommendations for solutions to business problems in enterprises of varying sizes and growth stages
5. Identify, select, and apply theoretical concepts to conceive, assess, plan, and enact entrepreneurial projects to innovate and create value for own venture and the ventures of others
6. Critically evaluate, assimilate, design and conduct research to inform business or social enterprise development
7. Understand the importance of reflection, using appropriate reflective theories and tools to assess entrepreneurial, learning and digital skills and knowledge capabilities; critically assess practice in order to identify areas for improvement; and develop goals and action plans to drive and monitor progress.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, their credit value and pre/co requisites are identified Table 1 below.

Patterns and modes of attendance

The BA Enterprise and Entrepreneurship course is available on a 3-year full-time basis. It is also available as a 4-year sandwich course where there is one year of supervised work experience or study/work abroad between years 2 and 3.

Optional year: study and/or work abroad / work in the UK

Students are encouraged to take the opportunity of one year’s supervised work experience or study/work abroad.

This year can be:
- Devoted to a placement within a SME (Small and Medium Enterprise) to deepen student’s understanding of small business processes and/or specialist knowledge within their chosen industry sector;
- Devoted to study abroad within an appropriate area of study at a European or international university;
- Undertake up to a 12-month work placement abroad

To pursue any of these options, a student must satisfy the University progression requirements as detailed in academic regulations.

It will be the student’s responsibility to arrange for the appropriate placement and liaise with relevant members of staff. Students preparing for a placement are supported by the Faculty’s Employability and Placement support team (Business Futures) and/or the Centre for Global Engagement (CGE), member of which will help in the preparation of CV’s, preparation for interviews and employment, and provide support throughout the year. The Faculty has links to several suitable employers and can assist with finding opportunities for placements, however, students are encouraged to seek alternative sources of employment themselves with guidance provided by the Business Futures/CGE.

If students do not undertake the optional placement year, they may wish to consider the Level 3 Add+Vantage A305EEI Summer Placement module. To complete this module, students need to find and complete suitable work experience for a minimum period of six weeks. This can either take place over the summer vacation
between Year 2 and Year 3, or during their final year of study after acceptance onto A305EEI at the end of Year 2.

Additional Distinctive Features

The course in its design exhibits necessary flexibility to tailor it to the requirements of individuals’ venture or value creation plans. It consists of mandatory core modules delivered by the International Centre for Transformational Entrepreneurship and obligatory free choice Add+Vantage modules.

Mandatory and Optional Modules

All modules studied on the course are mandatory, although students will be able to select an Add+Vantage module each year out of an extensive range of cross-university modules. Students will be encouraged to select an Add+Vantage module that will support and enhance the development of their entrepreneurial venture or project, or that will fill skills gaps identified through Personal and Entrepreneurial Development modules.

Progression Requirements

Progression is in accordance with the University Academic Regulations referring to regulation 6.4.2a and 6.5.  

Cascade of Awards

| BA (Hons) Enterprise and Entrepreneurship | ↓ |
| BA Enterprise and Entrepreneurship | ↓ |
| Diploma of Higher Education in Enterprise and Entrepreneurship | ↓ |
| Certificate of Higher Education in Enterprise and Entrepreneurship |

Honours Classification is calculated according to University Academic Regulations (6.11.1). There are no specific modules which must be included in the calculation for a BA (Hons) Enterprise and Entrepreneurship. Students must achieve 360 credits which will not include 5000SSL or 5001SSL.

For an Unclassified degree, a student must have passed a minimum of 300 credits, with at least 100 credits at Level 4 (Year 1), 100 credits at Level 5 (Year 2, excluding 5000SSL or 5001SSL), and 80 credits at Level 6 (Year 3).

5000SSL and 5001SSL cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.
<table>
<thead>
<tr>
<th>Module code</th>
<th>Module code</th>
<th>Title</th>
<th>Credit Value</th>
<th>Mandatory/Optional</th>
<th>Course Learning Outcomes</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4000ICTE</td>
<td>Introduction to Entrepreneurship Theory</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,6</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>4001ICTE</td>
<td>Creativity and Innovation</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,5,7</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>4002ICTE</td>
<td>Personal Entrepreneur Development 1: The Entrepreneurial Mindset</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,5,7</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>4003ICTE</td>
<td>Analysis of Small Business Functions</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,4</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>4004ICTE</td>
<td>Assessing the Feasibility of a New Venture</td>
<td>30</td>
<td>Mandatory</td>
<td>1,2,3,5,7</td>
<td>None</td>
</tr>
<tr>
<td>4</td>
<td>Add+Vantage</td>
<td></td>
<td></td>
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<td>**</td>
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</tbody>
</table>

**Year 1. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)**

**Year 2. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)**

| 5           | 5000ICTE    | Financial and Legal Issues for Business | 20 | Mandatory | 1,2,4,6 | None |
| 5           | 5001ICTE    | Marketing and Small Business Operations | 20 | Mandatory | 1,2,3,7 | None |
| 5           | 5002ICTE    | Personal Entrepreneur Development 2: Leading a Small Business | 20 | Mandatory | 1,2,3,5,7 | None |
| 5           | 5003ICTE    | Research Methods | 10 | Mandatory | 1,2,4,6** | None |
| 5           | 5004ICTE    | Small Business Organisation and Culture | 20 | Mandatory | 1,2,3,4,6 | None |
| 5           | 5005ICTE    | Personal Entrepreneur Development 3: Designing Your Venture Implementation | 20 | Mandatory | 1,2,3,5,7 | None |
| 5           | Add+Vantage | | | | ** | |

**Sandwich Mode. Optional year abroad (study and/or work abroad). Optional UK placement.**

| 5           | 5001SSL     | Study/Work Placement Year Abroad*** | 40 | Optional | 1,2** | None |
| 5           | 5000SSL     | UK Work Placement*** | 40 | Optional | 1,2** | None |

**Year 3. All Mandatory Modules (110 credits) plus Add+Vantage (10 credits)**

<p>| 6           | 6000ICTE    | Enterprise Research Project* | 30 | Mandatory | 1,2,4,6 ** | None |</p>
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</thead>
<tbody>
<tr>
<td>6</td>
<td>6001ICTE</td>
<td>Personal Entrepreneurial Development 4: Planning for Entrepreneurial Careers</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,4,5,7</td>
</tr>
<tr>
<td>6</td>
<td>6002ICTE</td>
<td>E-Business and Emerging Technologies</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,4</td>
</tr>
<tr>
<td>6</td>
<td>6003ICTE</td>
<td>Scaling and Growing Businesses</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,4,5,6</td>
</tr>
<tr>
<td>6</td>
<td>6004ICTE</td>
<td>Personal Entrepreneurial Development 5: Learning from Value Creation</td>
<td>20</td>
<td>Mandatory</td>
<td>1,2,3,4,5,6,7</td>
</tr>
<tr>
<td>6</td>
<td>Add+Vantage</td>
<td></td>
<td>10</td>
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<td>**</td>
</tr>
</tbody>
</table>

* The Enterprise Research Project runs over two Semesters. There are mandatory sessions in Semester 1 that students build upon in the following Semester through self-directed supervised learning.

** Additional learning outcomes may apply depending on student choice of topic and/or industry

*** 5000SSL and 5001SSL cannot count towards the total number of credits required for an award and cannot count towards the final degree classification.
15 Criteria for Admission and Selection Procedure
UCAS entry profiles may be found by searching for the relevant course on the UCAS website, then clicking on ‘Entry profile’.

If English is not an applicant’s first language, then a minimum of IELTS 6.0 or equivalent is required.

For students entering with advanced standings, the AP(E)L procedure will be explained and applied.

16 Academic Regulations and Regulations of Assessment
This Course conforms to the standard University Regulations.

17 Indicators of Quality Enhancement
The following are key indicators of quality and standards:

- The National Student Survey of 3rd Year undergraduates, conducted in 2015, indicated an overall satisfaction score for BA Enterprise and Entrepreneurship students of 100%.
- The Destinations of Leavers from Higher Education (DLHE) survey for leavers from the 2013-2014 academic year carried out by Coventry University at the request of the Higher Education Statistics Agency (HESA) indicated that 100% of responding graduates had a positive destination (graduate job or in postgraduate study).
- The course team meets regularly as part of the University’s Course Quality Enhancement and Monitoring (CQEM) process to discuss the course in the context of the QAA code of Teaching and Learning and the University’s Education Strategy (2015). This process has resulted in multiple improvements of the course for example, the inclusion of formative assessment points and the adoption of Principles for Responsible Management Education (PRME).

The report of QAA’s Higher Education Review undertaken in February 2015 confirmed that Coventry University meets the UK expectations regarding the:

- setting and maintenance of the academic standards of awards;
- quality of student learning opportunities;
- quality of the information about learning opportunities;
- enhancement of student learning opportunities.
18 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

Key sources of information about the course and student support can be found in

- Course/Student Handbook
- Faculty Handbook
- Module Guides produced for all modules
- Module Information Directory (MID)  
  https://share.coventry.ac.uk/students/MID
- Study Support information is accessible from the home page of the Coventry University Student Portal  
  https://students.coventry.ac.uk/Pages/index.aspx