

Title:	<p>BCBUS1 “Spirit of Entrepreneurship”</p> <p>Broad Curriculum Module</p> <p>(5 ECTS credits)</p>
Module Content/Outline	<p>The aim of this JF Broad Curriculum module is to allow students entering higher education to be exposed to and explore the multiple facets of entrepreneurship and to develop an understanding of the process and types of entrepreneurs, whilst also allow students to explore their own entrepreneurial nature.</p> <p>Through exploring the spirit of entrepreneurship in class, and also through interaction with practicing entrepreneurs, students will consider the phenomenon of creativity; the process of innovation (social & commercial); environmental factors enabling entrepreneurship; business planning for entrepreneurs; social entrepreneurship; managing growth, and failure in an entrepreneurial setting.</p>
Lecturer(s):	<p>Majella Giblin, John Quilliam (with guest speakers)</p>
Learning Outcomes	<p>On successful completion of this module students should be able to:</p> <ul style="list-style-type: none"> • Understand the theoretical concepts and terminology describing entrepreneurship, including social entrepreneurship, • Identify and describe different forms of entrepreneurship and explain their characteristics. • Consider the enabling environment for the development of the entrepreneur, including start-up and growth, independently and within organisations. • Explore and understand the phenomenon of creativity and its role in entrepreneurial thinking, • Understand and apply the process of innovation towards entrepreneurial development, • Understand and be able to explain the key facets of business planning for the entrepreneur • See the creation/generation of one’s own entrepreneurial idea and business as an exciting and viable alternative to other forms of employment
Teaching & Learning Methods	<p>The module will be delivered through a series of lectures, case studies, video, guest presentation and group work.</p>
Maximum Capacity for the Module	<p>The Module will be capped at 25 students per class.</p>

Module Texts	The module will draw from a diverse range of sources and as such no individual textbook will suffice. Students will be given appropriate reading materials and guidance via email or Blackboard.
Lectures & Seminar hours	One x two-hour lecture per week. Course credit value is 5 ECTS This Module will be taught in Hilary term (Semester 2) 2016/2017.
Method of Assessment	<p><u>Coursework</u> – 40% of overall grade, apportioned as follows:</p> <p>20%: for each of 2 in class presentations, which involve students working in teams on topics from the Module syllabus and presenting their conclusions in class.</p> <p><u>Individual Essay</u> – 60% of overall grade</p>