

## Module specification

1. Factual information			
<b>Module title</b>	MNGT 330 Entrepreneurship & Innovation	<b>Level</b>	6
<b>Module tutor</b>	Evita Gantina	<b>Credit value</b>	15
<b>Module type</b>	Taught	<b>Notional learning hours</b>	150

### 2. Rationale for the module and its links with other modules

The course provides an overview of the role and growing importance of entrepreneurship. It explores the arguments both for and against owning a business in times of economic crisis. It focuses on current topics of interest to aspiring entrepreneurs.

### 3. Aims of the module

The aim of this course is to provide students with up-to-date analysis about conceiving, planning, organizing and operating a new business venture as well as how to achieve optimal benefits from the limited resources available to entrepreneurs.

### 4. Pre-requisite modules or specified entry requirements

ECON 102 Introductory Microeconomics

## 5. Intended learning outcomes

A. Knowledge and understanding	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>A1 Appreciate the growing importance of entrepreneurship.            A2 Understand the challenges and current trends of entrepreneurship.</p>	<ul style="list-style-type: none"> <li>• Course lecturing</li> <li>• in class discussions</li> <li>• exams</li> </ul>
B. Cognitive skills	Learning and teaching strategy
<p><i>At the end of the module learners will be expected to:</i></p> <p>B1 Describe the characteristics of successful entrepreneurs            B2 Evaluate the different forms of business ventures</p>	<ul style="list-style-type: none"> <li>• Course lecturing</li> <li>• In class discussions</li> <li>• Student debates</li> <li>• Assignments</li> <li>• course related videos</li> <li>• Exams</li> </ul>
C. Practical and professional skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>C1 Appreciate that creativity, innovation and management of information technology are becoming crucial to running a business successfully.            C2 Launch and test an innovative business concept.</p>	<ul style="list-style-type: none"> <li>• In class brainstorming activities</li> <li>• student presentations</li> <li>• course related videos</li> <li>• Exams</li> </ul>

D Key transferable skills	Learning and teaching strategy
<p><i>At the end of the module, learners will be expected to:</i></p> <p>D1 Explore the different aspects of feasibility analysis  D2 Develop and present a meaningful business plan.  D3 Develop strong presentation skills necessary for convincing financiers.</p>	<ul style="list-style-type: none"> <li>• In class discussions</li> <li>• Students will engage in conducting a feasibility analysis</li> <li>• Presentations</li> <li>• Exams</li> </ul>

**6. Indicative content.**

The dynamic role of entrepreneurs  
Opportunity creation  
Creativity and Innovation  
Feasibility Analysis  
Developing marketing strategies  
Operating the business  
Financial planning and control  
Using information technology  
Legal and ethical issues

**7. Assessment strategy, assessment methods and their relative weightings**

<u>SUMMATIVE ASSESSMENT</u>	
Midterm Exam	30%
Final exam	30%
Group Assignment	40% (Presentation: 10% Structure: 10% and Analysis: 20%)
Group Assignment details: students will divide into groups of 2-3 students and prepare to present their analysis in class.	

8. Mapping of assessment tasks to learning outcomes																
Assessment tasks	Learning outcomes															
	A1	A2	B1	B2	C1	C2	D1	D2	D3							
MIDTERM EXAM	✓	✓	✓	✓	✓	✓	✓	✓	✓							
FINAL EXAM	✓	✓	✓	✓	✓	✓	✓	✓	✓							
Assignment							✓	✓	✓							

**THE AMERICAN COLLEGE OF THESSALON IKI  
UK-US GRADING SYSTEM/SCALE: FALL 2013**

Table

Grade Description	UK points	US Letter Grade	US point grade
Excellent	70-75	A	4.0
Very Good (high)	65-69	A-	3.67
Very Good (low)	60-64	B+	3.33
Good (high)	55-59	B	3.0
Good (low)	50-54	B-	2.67
Satisfactory (high)	45-49	C+	2.33
Satisfactory (low)	40-44	C	2.0
Fail	0-39	F	0

Grade Descriptors: These descriptors outline the typical characteristics of the standard work associated with each grade.

**Excellent:** Superior performance; a high level of critical analysis and evaluation; incisive and original; exceptionally well researched; high quality presentation; exceptional clarity of ideas; excellent coherence and logic; trivial or very minor errors.

**Very Good:** Very good performance; a very good level of critical analysis and evaluation; significant originality; well researched; clarity of ideas, thoughtful and effective presentation; very coherent and logical; minor errors only.

**Good:** A good performance; a good level of critical analysis and evaluation; some evidence of originality; reasonably well researched; ideas generally clear and coherent; some but not significant weakness.

**Satisfactory:** Satisfactory performance—at least passable; acceptable level of critical analysis and evaluation; little evidence of originality; adequately researched; ideas fairly clear and coherent, though some significant weakness.

**Fail:** Clearly below the pass standard; lacking substance, knowledge and understanding; ideas confused and incoherent; fundamental weaknesses in most areas; fails to meet the Learning Outcomes.

<b>Tutor's name and contact details</b>
<b>Class hours Tu &amp; Th 17:00 – 19:00 .</b>
<b>Office hours Tu &amp; Th 16:00 – 17:00 .</b>

10. Key reading list				
Author	Year	Title	Publisher	Location
<b>Course Textbook:</b>				
Donald F. Kuratko	2014	Introduction to Entrepreneurship	Cengage Learning	Student to purchase
<b>Recommended Readings / Print books:</b>				
Barringer, Bruce R.	2009	Preparing effective business plans : an entrepreneurial approach	Pearson Prentice Hall	Library 658.401 BAR
Yaho, Glenn	2008	Entrepreneurship in emerging domestic markets : barriers and innovation	Springer	Library 338.04 ENT
Burns, Paul	2008	Corporate entrepreneurship : building the entrepreneurial organization	Palgrave Macmillan	Library 658.421 BUR
Boulton, C. & Turner, P.	2005	Entrepreneurship	John Wiley & Sons	Library 658.421 BOU

<b>Recommended Readings / E-books:</b>				
Verbeke, Alain, Rob van Tulder, and Ana Teresa Tavares Lehmann	2011	Entrepreneurship In The Global Firm	Emerald Book Serials and Monographs	eBook Collection (EBSCOhost)
Piperopoulos, Panos G.	2011	Entrepreneurship, Innovation And Business Clusters	Ashgate Publishing Ltd	eBook Collection (EBSCOhost)
Manu, Alexander	2010	Disruptive Business : Desire, Innovation And The Re-Design Of Business	Ashgate Publishing Ltd	eBook Collection (EBSCOhost)
Chaston, Ian	2009	Entrepreneurial Management In Small Firms	SAGE	eBook Collection (EBSCOhost)
McCauley, Sean	2008	DNA Of The Young Entrepreneur : A Way To Wealth For Young Entrepreneurs	HappyAbout.info	eBook Collection (EBSCOhost)

11. Other indicative text (e.g. websites)
Business Research Guide (by Bissell Library – accessible @ <a href="http://librarybissell.act.edu/businessfirst">http://librarybissell.act.edu/businessfirst</a> )
Small Business Guide (by Bissell Library – accessible @ <a href="http://librarybissell.act.edu/sbguide">http://librarybissell.act.edu/sbguide</a> )
E-Journals (subscriptions accessible through the Bissell Library's website – Journals A-Z): Forbes, Business Week, Economist, Journal of Management Education, Entrepreneur, Wall Street Journal, Harvard Business Review <i>(check remote procedure for off-campus access)</i>

### Remarks and Miscellaneous

Remark 1: There are no make-up exams.

Remark 2: Assignments and projects must be typed and submitted in moodle on the day they are due. Assignments submitted late and there are no accepted extenuating circumstances will be penalized in line with the following tariff: Submission within 6 working

days: a 10% reduction for each working day late down to the 40% pass mark and no further. Submission that is late by 7 or more working days: submission refused, mark of 0.

Remark 3: There is a maximum of 6 hours of absences.

Remark 4: Cell Phones deactivated during class time

Remark 5: According to college policy “A student committing an act of Academic Dishonesty in a given course will receive an F in the assignment where the academic infraction took place. If a student commits an act of Academic Dishonesty for a second time in the same course will receive a failing grade in that course.”

Students are expected to attend and participate in all of their courses throughout the term, including the first week. Those who fail to do so may be administratively withdrawn from individual courses of the College. This may affect the students’ scholarship and financial aid eligibility.

A student is considered to have successfully attended a course if s/he has attended 75% of the course lectures. Thus, for a typical ACT course with 42 hours of contact time, this translates to 10 hours per course. This policy applies to all ACT students, degree-seeking and Study Abroad. Please note that absences are counted on an hourly basis. Absences due to participation in school-related trips and activities may count toward this limit.