MN5515 – ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

MODULE TYPE/SEMESTER:  Option (20 credits), Semester 2

MODULE CO-ORDINATOR:  Dr Hannah Dean

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AIM:  The module will develop an understanding of entrepreneurship in practice and the processes of business development. This module is based on a collaborative, self-directed, team project. Students will collaborate to identify an opportunity; design and document a business model; and produce a written business development plan. The module will impart experiential awareness of ‘for-profit’ business development and the mind-set involved in entrepreneurial behaviour.

METHOD OF TEACHING & LEARNING:
The module is designed to foster independent learning, team problem solving and develop a capacity for strategic thinking. It is about opportunity seeking & recognition, networking, initiative taking, persuading others, leadership and taking intuitive decisions. The style is fast-paced, non-linear and likely to be unlike much prior learning experience. This is a highly interactive module with a great deal of in-class discussion and debate. The module is organised as a series of meetings, some involving the class as a whole and some in teams. Each week the whole class session (3 hours) will incorporate a blend of lecture, class discussion, team work, presentations and tutorial activity. To successfully undertake individually assessed coursework, teams will also need to meet out-with scheduled times.

LEARNING OUTCOMES:
By the end of the module, students should be able to:
• Discuss the conceptualisation of a viable business model
• Discuss the processes of business modelling and business development planning
• Describe the acquisition and use of resources
• Identify and use some business planning metrics
• Demonstrate understanding of the processes of customer acquisition and business development
• Successfully collaborate with peers in undertaking an open-ended, but time limited, assignment
• Conceive a viable business model and design a business a business development plan to exploit and capture value from the model
• Reflect upon their own learning and their collaborative endeavour
INDICATIVE TOPIC OUTLINE:
Successful creation of a new venture requires the conception of a robust, sustaining and growth oriented business model. This module involves the practical conception of such a business model and development of an actionable business development plan that, taken together, constitutes a coherent and fully integrated plan for a viable, for-profit, enterprise.

ASSESSMENT:
- Group coursework – developing a business model - 20%
- Individual coursework - 30%
- Individual chapter of business development plan - 50%

READING LIST:
Please refer to the reading list posted on Moodle.

Course descriptions apply to the period of dual-mode delivery in the academic year 2020/21. Organisation of courses may be subject to change without notice.