MN2112 – ENTERPRISE AND CREATIVITY

MODULE TYPE/SEMESTER: Second Year/Option (20 Credits)/Semester 1

PRE-REQUISITE(S): Must be in the second year of any degree programme

MODULE CO-ORDINATOR: Mrs Bonnie Hacking

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AIM:
To live the process of developing a venture.

Enterprise and Creativity aims to give second year students from across the university the opportunity to learn how to develop a project by doing it. Enhancing their own creativity and enterprise skills, students will be working in a team to design and deliver an enterprising project during the semester. The success of the module relies on the students taking a proactive role in managing their learning. The delivery of the module will incorporate lectures, including Guest Entrepreneurs, and tutorials where students will be expected to generate their own results, using their learning. This module is demanding but it will give students a life changing experience.

LEARNING OUTCOMES:
By the end of the module, students should be able to:
- Critically assess the context of developing a business venture or any entrepreneurial venture in general
- Review and evaluate the effectiveness of project implementation and take corrective action
- Demonstrate the ability to draw in the resources required to deliver a successful project
- Develop skills in assessing and designing ideas that can become a venture

INDICATIVE TOPIC OUTLINE:
Lecture Topics per week:

Week 1: Introduction – module and New Venture Framework (Module Guide, full version and Chapter 1)
Week 2: You and your business idea (Chapters 2 – 3)
Week 3: Market segments and the value proposition (Chapters 4 - 5)
Week 4  Marketing strategy (Chapters 6 – 8)
Week 5  Operations plan (Chapters 9 – 10)
Week 6  INDEPENDENT LEARNING WEEK
Week 7  Risk and strategic operations (Chapter 11)
Week 8  Resources and Preparing for the Group Project Fair and Report (Chapters 12 – 15)
Week 9  The business plan (Chapter 16)
Week 10 Group Project Fair
Week 11 Group Project Fair

ASSESSMENT:
• Reflective Reports  40% of module mark
• Group Project Fair  20% of module mark
• Individual Report  40% of module mark

CORE READING LIST:
Although developing a business is probably the finest example of solving unstructured problems that require creativity, to provide a frame of reference we will use the following textbook. It is expected the course text will be the main source of supporting references in your assignments, so you are recommended to have full and easy access to this text.

• Burns, Paul (2014) *New Venture Creation*. Palgrave Macmillan

Supplementary Reading:
While there are no assigned supplementary readings. Due to the interdisciplinary nature of this module, you may find it helpful to read articles from academic journals and the business press related to course topics.