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 students engaging with the teaching on the module 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.

METHOD OF TEACHING & LEARNING:

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
LECTURE HOUR:  
Tuesdays 1–2 pm  
Thursdays 1–2 pm

VENUE:  
Week 1–11 Lecture Room 3 & 4, Gateway Building

INDICATIVE TOPIC OUTLINE:
Lecture Topics per week:

Week 1  
Introduction – module and New Venture Framework (Module Guide, full version and Chapter 1)

Week 2  
Researching your idea, industry and markets (Chapters 2–3)

Week 3  
Marketing plan (Chapters 6–8)

Week 4  
Market segments and the value proposition (Chapters 4–5)

Week 5  
Operations plan (Chapters 9–10)

Week 6  
INDEPENDENT LEARNING WEEK

Week 7  
Resources (Chapters 11–12)

Week 8  
Financial plan and Preparing for the Group Project Fair and Report (Chapter 13)

Week 9  
The business plan (Chapter 14)

Week 10  
Group Project Fair

Week 11  
Group Project Fair

Guest Entrepreneurs will be invited to speak to the class during lecture time. A detailed schedule of the lectures, tutorials, readings and deadlines is at the end of this outline.

ASSESSMENT:

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

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.

  **Note – This is the new, Second Edition of this textbook.

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.
Reflective Reports:

At the beginning of Weeks 5 and 8, you will hand in a Reflective Report of 1,000 words. Your Reflective Reports should be your personal reflections on your group’s work and the extent to which decisions are informed by course concepts and academic theory. How does your experience with the project relate to course theories and concepts? What are your own views on how the project is developing? What are you learning from the experience? The purpose of these assignments is to make you reflect on what you hear in the lectures, read in the course text and other academic sources, and start developing your own ideas and understanding.

Based on the knowledge you acquire from lectures and your own reading, using the framework and concepts presented, you will develop your reflections on course concepts in relation to the group project. It is expected your reports will:

- give a clear indication of what has been done and the stage your group has reached
- critically reflect on and evaluate your group’s progress in relation to course theories and concepts.

Report Topics

Reflective Report 1 (due Monday of Week 5)
**TOPIC** - Discuss the screening process for business ideas.

Reflective Report 2 (due Monday of Week 8)
**TOPIC** – Evaluate the importance of developing a business model for a business idea.

**Remember**: these are academic assignments and more marks will be awarded for giving examples of the points you are making and citing relevant references from course readings and other academic sources. Please ensure you include a full reference list at the end of each assignment, using the Harvard style of referencing as outlined in the School of Management’s Sub-honours Handbook.

The average of the marks obtained in all the Reflective Reports will constitute 40% of the overall module mark.

Your Reflective Reports must be handed in via (MMS), before 12.00 noon on Monday of Weeks 5 and 8. Please ensure you include the Cover Sheet available in Moodle. You must submit either Word documents or PDF files.

The assessor’s will be looking for:

1. Clearly structured report
2. Evidence of reflection on the topic, in relation to academic references
3. Use of examples from the group project and/or other sources to support key points

Group Project:

The core part of the course is to develop and implement an enterprising project with your tutorial group. The aim of the course is that you live this unstructured, enterprise process with your group. Thus, your take away from this course will be experiential learning rather than solely abstract concepts. The assessment of the Group Project consists of two elements – a Group Project Fair and an Individual Report.
Tutorials

In Week 1, you will sign up for a tutorial group through MMS. PLEASE ENSURE YOU DO NOT SIGN UP FOR A TUTORIAL TIME THAT CONFLICTS WITH ANY OTHER SCHEDULED TEACHING. Tutorials will start in Week 2 and run through Week 9 (tutorials in Week 6 – Independent Learning Week are optional). You will work with this group to develop the project during tutorials through the semester. A coach will be assigned to your group. Attendance at tutorials is mandatory. Absence may have an impact on your performance in the module. The Academic Alert system will be used to notify you of any issues and the action you should take.

The coach may be a Senior Honours student, who has successfully completed a group project during a course at the School of Management. This guarantees they have been through the process of developing a project in a group and acquired the skills they will be coaching. As their title suggests, the coach will guide your group through the process but the responsibility of developing and implementing a project rests with the group. Their duty will be to monitor the group meetings (tutorials) and ensure objectives are achieved.

Coming up with an idea for the project is the responsibility of the group, guided by your coach. The project can be virtually anything. It may be something which earns money; or contributes to society or the environment in some way; or benefits a charity. In choosing an idea, consideration should also be given to the relatively short timescale of the module. It must be legal and self-financing as no money will be provided. If you are doing something involving the university, it is your responsibility to check with the relevant department / staff.

Assessment

The Group Project is assessed through a Group Project Fair (20%), taking place during lecture hours in Weeks 10 and 11 and submission of an Individual Project Report (40%) on Friday of Week 11. The purpose of the fair and report are to give you and your group the opportunity to showcase your enterprising project and demonstrate how much you have learned and achieved. The Project mark (60% of the overall course mark) will be the combination of the group’s performance at the fair and the individual report.

Group Project Fair

All projects will be brought together in a fair during lecture time in Weeks 10 and 11. At the Group Project Fair, each group will have to demonstrate the success of their project. Groups will be assigned one specific day for showcasing their project via a lottery at the end of Week 8. As the project fair is an assessed element of the course, attendance is mandatory. Please ensure you are available to attend all lecture slots during Weeks 10 and 11. Details on the practicalities of the project fair will be circulated nearer the time.

At the fair, assessors will visit each stand to hear about the idea and the group’s success in implementing it. It is not a formal presentation. Assessors will ask questions of the group. The group’s performance in the Project Fair will be assessed according to the soundness and coherence of answers to questions asked by the assessors, using the criteria below.

The criteria to evaluate the fair’s performance (20% of the overall course mark) will be:

- Stand which shows marketing to good advantage
- Execution of a viable idea – Does it work in practice? How much has been achieved in the timescale?
- Originality – How new and different is the idea? How well differentiated is it from any competition?
After the fair, ONE person from your group should upload a maximum of three photos, in one file, to MMS by 12:00noon on Friday of Week 11. One photo should be of your group in front of your stand and 1-2 should be of your display board. These photos are for record keeping purposes only and will not be used in assessing the group’s performance at the fair.

**Individual Project Report**

You will also have to hand in an Individual Project Report on the experience of developing the project and what has been achieved, including an explanation of your contribution. Your report should be based on course topics and concepts. The project report should be typed, double spaced and no more than 2,000 words in length. Your Individual Project Report must be handed in via (MMS), before 12:00noon on Friday of Week 11. Please ensure you include the Cover Sheet available in Moodle. You must submit either a Word documents or PDF file.

The purpose of the Individual Project Report (40% of the overall course mark) is to get you to critically reflect on the process of developing and implementing the project. In your critical reflection, you should consider how you and the team dealt with core issues in the process of bringing your group project to life, for example: developing the value proposition; marketing; finances, including cost and pricing; operations and how the team worked. The aim is to explain what has been achieved by the group and how any barriers and setbacks were dealt with. The Individual Project Report will be assessed according to quality and quantity of work put into it, using the criteria below.

Assessors will be looking for:

1. Clearly structured report
2. Analysis based on facts and information, demonstrating successful achievement and/or how barriers and setbacks were dealt with.
3. Examination of the effectiveness of decisions made in implementing the idea – What was the basis of key decisions related to the core issues? How effective were those decisions in practice? If things didn’t work out, what did the team do about it?
4. Depth of critical reflection – How well have you examined what happened, rather than just describing what was done?
5. Roles played by the team – How important were roles in implementing the project? Were specific roles undertaken? If so, how were decisions made about which individual would carry out which role? If not, how did the team ensure key tasks were completed? In either case, how effective was the work of the team in implementing the project?
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<th>1pm Thursday Lecture room 3 &amp; 4 The Gateway</th>
<th>Suggested Tutorial Focus</th>
<th>Reading / Deadlines</th>
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<td>New Venture Framework</td>
<td>Sign up for Tutorial NO TUTORIAL MEETING</td>
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<td>2</td>
<td>Reflective Writing for Academic Purposes</td>
<td>You and your business idea</td>
<td>Establishing Roles &amp; Generating Ideas</td>
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<td><strong>Reflective Report 1 due by Monday 15 October at 12noon</strong></td>
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<td>Review &amp; reflection</td>
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<td>10</td>
<td>Project fair</td>
<td>Project fair</td>
<td>NO TUTORIALS</td>
<td>Complete Module Evaluation Questionnaire (MEQ)</td>
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<td>11</td>
<td>Project fair</td>
<td>Project fair</td>
<td>NO TUTORIALS</td>
<td>Photos of stand at Fair due by Friday 30 November at 12noon</td>
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<td>12</td>
<td>NO LECTURE</td>
<td>NO LECTURE</td>
<td>NO TUTORIALS</td>
<td>Individual Project Report due by Friday 30 November at 12noon</td>
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