

CdLM Business Administration

[2019/2020](#)

[2018/2019](#)

Entrepreneurship

Entrepreneurship

Academic year 2019/2020

Course ID

MAN0308

Teachers

[Veronica Scuotto](#) (Lecturer)

Year

2nd year

Type

Elective

Credits/Recognition

5

Course disciplinary
sector (SSD)

SECS-P/08 - economia e gestione delle imprese

Delivery

Formal authority

Language

English

Attendance

Optional

Type of examination

Practice test

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Course objectives

This module will develop enterprising thinking within our students. We will learn how to look at challenges with a view to not only overcoming them, but also how to exploit the potential opportunities they offer. We will develop a questioning approach to the information that we are given, to be inquisitive, opportunistic and challenging of traditional ways of thinking. We will also explore different ways of knowledge\product creation.

We will achieve these objectives in a number of practical ways. The module will be workshop-based and activity-driven with less emphasis on formal lectures. Students will use case studies, practical exercises and group activities to develop their skills and we will develop their learning through discussion, presentations and self-assessment tools.

This module will also offer a framework to support the learner in successfully assimilating the personal, academic and professional skills required to be effective in the field of business. Academic development will be enhanced in the areas of referencing, research skills, essays and report writing, and presentation skills. Transferable employability skills will be developed via group interaction, teamwork and individual exercises.

Results of learning outcomes

At the end of this module the student will be able to:

- L1. Explain the meaning of enterprise and entrepreneurship using examples.
- L2. Apply a variety of approaches to solving problems in both team and individual situations.
- L3. Describe the enterprising citizen and recognise examples of personal enterprising behaviour.
- L4. Identify and discuss examples of entrepreneurial behaviour in organisations.
- L5. Demonstrate a range of academic and professional skills required for successful employment in the field of business.

Program

Traditional business programmes focus on preparing students for the world of employment. The present module entitled *Entrepreneurship* recognises that there are alternative, equally valid and rewarding futures available to our graduates. One of these is self-employment. Starting an enterprise requires qualities which in some ways are different from those demanded of an employee. This module examines 'entrepreneurialness' from a number of perspectives; we look at enterprise in the modern business world in the context of organisations, self-employment and crucially enterprise within ourselves. We will learn about creativity, innovation, goal directed behaviour and risk-taking and discover that we already display many of these qualities. Alongside, we will also learn how an entrepreneur manages the knowledge circulation within and outside his\her business.

The content of the program includes:

Session	Lecture	Tutorial
	Introduction to Enterprise and Entrepreneurship	Group work
	Theory of Entrepreneurship	Group work
	Creativity and Innovation	Group work
	Intrapreneurship	Group work
	Knowledge Management	Group work
	Business Entrepreneurship	Group work
	Business Model Canvas	Business Model Canvas workshop
	Technology Entrepreneurship	Guest Speaker
	Social Entrepreneurship	Group work
	Family business	Group work/ Guest Speaker
	Sum Up	Sum UP
	Group Assignment	Group Presentation

Note. The program could be slightly changed according to the level of the knowledge of the students.

Course delivery

The module combines theoretical frameworks, practicalities and experience the realities of Entrepreneurialism. The module offers different activities such as workshops, guest speakers, etc. In addition to this, access to expertise from a variety of academic staff, entrepreneurs, and support agencies will provide the opportunity to learn and put into practice digital and entrepreneurial skills.

Attendance to both the lecture and the group session is compulsory, if you want to be undertake the exam for attendees.

Learning assessment methods

Assessment Outcome Grids - For attendees

Assessment Category 1

Learning Outcome (Footnote B.) (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Group					60	0
Presentation						

Assessment Category 2

Learning Outcome (Footnote B.) (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours

Ongoing assessment	40	0
Combined Total For All Assignment Categories	100%	0 hours

N.B. It is important to remember that the unlicensed use or copying of another person's work is not permissible. Such attempts at plagiarism may result in disciplinary procedures being taken against you.

Especially, the exam is divided in two types of assessments:

Assessment Category 1

Entrepreneurial Thinking - Group presentation (60%)

Assignment 1 (Group) worth 60%

Part 1 - Select a Small to Medium Enterprise (SME) of your choosing and appraise the nature of the contribution that SMEs in general make to the Italian economy, highlighting the specific contribution made by your chosen enterprise.

Part 2 - Map your chosen enterprise against the **Business Model Canvas**, identify the specific challenges which they face, and suggest possible solutions to these challenges. Apply and demonstrate your critical entrepreneurial thinking and validate your solution with supporting evidence e.g. videos, articles etc. Demonstrate your research skills by drawing on evidence to support your case.

This assignment calls for your group (e.g. min. 3; max. 5 people) to appraise the nature of the contribution that SMEs make to the Italian economy, to identify the challenges faced by a specific case study organisation and to offer solutions to those challenges. This will involve developing original and creative responses to the identified challenges that the case-study firm faces.

The assignment will take the form of a group oral presentation and students should employ the Business Model Canvas to demonstrate knowledge and experience acquired from the module in solving business problems.

Group Work

One of the objectives of group work is that you learn to work as part of a team and to resolve conflict and differences in opinion. It is inevitable that some groups will find working together difficult but it is the responsibility of each member to try to resolve tensions.

Once the groups are selected it will NOT be possible to move to another. Therefore, think very carefully before agreeing to join a particular group.

Each member of the team/group will make a full contribution to the final output of the group. Freeloading (i.e. letting others do all the work) will be heavily penalised. To reduce the risk of this occurring each

student will keep a weekly record of their dealings with other group members noting any contentious issue that arose and how the group was able to resolve it.

Assessment Category 2

Entrepreneurial Thinking - Individual exam\ ongoing assessment(40%)

Assessment 2 (Individual): worth 40%

Each student will be evaluated during the class for his\her interactions, commitment in working in a group, level of engagement with the topic.

FOR NOT ATTENDEES

The exam is written and it is composed of 5 open questions to be completed in 50 minutes.

The questions will be based on the following books:

Scuotto V., Murray A., 2018, Effectiveness of Internal Entrepreneurship Education Ecosystem on forming a new entrepreneurial mind-set, Book Chapter 3 - 'Experiential Learning for Entrepreneurship' Palgrave.

Carter and Evans (2012). Enterprises and Small Business, Pearson Education Limited.

ICT Adoption for Knowledge Management: Opportunities for SMEs by Scuotto

https://www.publicationsales.com/store/p29/ICT_Adoption_for_Knowledge_Management%3A_Opportunities_for_SMEs.html

Suggested readings and bibliography

- Scuotto V., Murray A., 2018, Effectiveness of Internal Entrepreneurship Education Ecosystem on forming a new entrepreneurial mind-set, Book Chapter 3 - 'Experiential Learning for

Entrepreneurship' Palgrave.

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Notes

Independent Learning

In order to succeed you must ensure that you remain focused and undertake the work you are given.

You must take **responsibility** for your own learning and engage with both staff and fellow students.

You will be expected to:

- Participate in group discussions;
- Submit coursework on time;
- Respect your fellow students;
- Respect your lecturers.

How can this be achieved?

- Attend classes;
- Prepare for tutorial sessions;
- Take relevant notes during classes;
- Read recommended and/or relevant textbooks, journals, and periodicals;
- Review materials provided and/or notes taken, for preparation of assessments;

- Complete assessments by given deadlines and to agree standards;
- Work independently or as part of a team where required.

Class schedule,

Appelli,

Editable by

vscuotto, fserrava