H11EN Entrepreneurship & Creativity

COURSE DETAILS

Course Code: H11EN
Full Course Title: Entrepreneurship & Creativity
SCQF Level: 11
SCAF Credits: 20
Available as Elective: Yes

DELIVERY LEVEL

Undergraduate: No  Postgraduate Taught: Yes  Postgraduate Research: No

Additional Information:

COURSE AIMS

The central aims of the course are to provide background understanding of the nature and value of entrepreneurship in economies, and to encourage thinking about ideas including ideas development and refinement, considerations of the commercial world, creativity and innovation.

In addition the course aims to

- engage with University strategy to increase commercial and applied study and employability and enterprise agendas
- contribute teaching and learning provision to EBS’ strategic goals of developing entrepreneurial capabilities and support for entrepreneurship
- afford interaction amongst high calibre students, most often established in careers, thereby facilitating knowledge exchange amongst them
- provide commercial and business training and support
- augment potential for commercialisation of ideas, including the potential for student spin outs and start-ups and facilitating liaison with external bodies.

LEARNING OUTCOMES – SUBJECT MASTERY

Understanding of the business environment and the value of entrepreneurship

Understand the creative processes of entrepreneurship, particularly the processes of opportunity identification, ideas generation and ideas refinement

Understand the processes of feasibility analysis of ideas and of business

Understand the value of team working

Understand business functions such as market research

Demonstrate understanding of the business environment and the value of entrepreneurship
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Demonstrate development of skills in creative thinking

Development of skills in critical analysis of industrial and market environments, including demand, market and competitor environments.

LEARNING OUTCOMES – PERSONAL ABILITIES

Demonstrate an understanding and appreciation of the general business environment and the role of entrepreneurship in it.

Demonstrate a critical understanding of creativity and idea/problem identification and techniques designed to develop these skills.

Demonstrate development of core skills such as initiative, confidence, communication and business skills and apply these to a project activity.

Demonstrate an ability to engage creatively with the business environment.

Demonstrate an ability to work independently and in teams.

Demonstrate ability to present coherently and professionally.

Business testing and research skills.

Appreciation of financial, economic and market matters.

SYLLABUS

The business environment and the role of entrepreneurship.

Creativity and innovation.

Ideas development and refinement.

Industry analysis.

Market research.
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Critical analysis - feasibility analyses

Presentation skills

Presentations in a simulated business environment

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