**COURSE DETAILS**

*Course Code:* H11EV  
*Full Course Title:* Entrepreneurial Venturing  
*SCQF Level:* 11  
*SCAF Credits:* 20  
*Available as Elective:* No

**DELIVERY LEVEL**

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<tr>
<th>Undergraduate:</th>
<th>No</th>
<th>Postgraduate Taught:</th>
<th>Yes</th>
<th>Postgraduate Research:</th>
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**Additional Information:**

**COURSE AIMS**

Consolidate and develop understanding of entrepreneurial processes learned in the preceding course *Entrepreneurship and Creativity* and throughout the MBA courses.

Equip students with an experience of transferring knowledge to practice by simulating business venturing process or actually creating a business.

Develop core skills applicable to entrepreneurship such as team working, communication, initiative, creativity, analysis, problem identification and solving.

Develop business skills applicable to entrepreneurship such as researching markets, understanding the commercial environment, product/service development, financial planning, presenting.

 Equip students for potential future ventures or current ones by providing hands-on experience of entrepreneurship.

**LEARNING OUTCOMES – SUBJECT MASTERY**

Understand the processes of venture creation, including marketing and financial planning.

Understand the business planning process.

Prepare a working business plan or equivalent.

Engage critically with the processes of feasibility analysis of business ventures.

Critically engage with processes of venture creation, including market research, financial planning and industry analysis.
Understanding the business planning process

Prepare a working business plan or equivalent

**LEARNING OUTCOMES – PERSONAL ABILITIES**

- Demonstrate development of core skills and business skills and apply these to a project
- Demonstrate ability to critically assess ideas for commercial value
- Demonstrate ability to analyse business environment, including competitors, markets but also sources of funding, support and network opportunities
- Demonstrate an ability to work independently and in teams
- Demonstrate an ability to find resources to support business venturing including an appreciation of the role and value of networks, sources of finance etc.
- Demonstrate an ability to present coherently
- Demonstrate an understanding of commercial requirements of business
- Demonstrate development of resourcing, analysis and communication skills

**SYLLABUS**

- Market research
- Industry and commercial analysis
- Competitors
- Marketing
Financial planning and resourcing

Business Planning

**COURSE RELATIONSHIPS**

N/A

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<th>LOCATION AND ASSESSMENT METHODS</th>
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