### COURSE DETAILS

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

### DELIVERY LEVEL

**Undergraduate:** No  
**Postgraduate Taught:** Yes  
**Postgraduate Research:** No  

### 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.
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Understand 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
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Financial planning and resourcing

Business Planning

COURSE RELATIONSHIPS

N/A

LOCATION AND ASSESSMENT METHODS

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