C18TP Enterprise: Concepts and Issues

COURSE DETAILS

Course Code: C18TP
Full Course Title: Enterprise: Concepts and Issues
SCQF Level: 8
SCAF Credits: 15
Available as Elective: Yes

DELIVERY LEVEL

Undergraduate: Yes
Postgraduate Taught: No
Postgraduate Research: No

Additional Information:

COURSE AIMS

The module aims to present an introduction to business enterprise and its importance within the modern economy. The teaching and learning experience uses traditional methods of lecture, tutorial and assessment is by essay and exam in order that students develop skills in academic analysis and depth of understanding is facilitated. Specifically the module aims to:

• Provide knowledge and understanding of what comprises entrepreneurship
• Present various models of entrepreneurship and enterprise activity, including intrapreneurship
• Provide understanding of the contribution of the small business sector and entrepreneurial ventures within the modern economy
• Provide models of entrepreneurship in technology and growth sectors, and introduce knowledge of intellectual property issues in these sectors.
• Provide knowledge and understanding of issues associated with enterprise in specific contexts, eg. the internet
• Expose students to enterprise in action through the use of case studies and exposure to entrepreneurial role models.
• Develop an appreciation of ethical issues (roles and responsibilities) associated with business enterprise
• Develop analysis and scholarship skills

LEARNING OUTCOMES – SUBJECT MASTERY

• demonstrate an understanding of various forms of entrepreneurship
• critically assess various models of entrepreneurship, and entrepreneurial processes
• demonstrate an understanding of business start-up and its value to an economy
• demonstrate an understanding of the role of other forms of entrepreneurship in the community and economy
• demonstrate analysis and scholarship skills
• be able to access and critically evaluate a range of published data both academic and practitioner.

LEARNING OUTCOMES – PERSONAL ABILITIES
C18TP Enterprise: Concepts and Issues

- understand the application of entrepreneurship in various forms
- understand the role entrepreneurship has within the current economy
- appreciate the relevance of the application of core skills within the work environment in the current economy

- Work independently
- Be able to manage their own work and time

- Effectively communicate using both written and verbal means
- Use a range of ICT to effectively communicate their ideas

SYLLABUS

The syllabus covers a range of issues regarding the course topic. An indicative syllabus is:

1. Entrepreneurship: definitions and conceptualisations
2. The SME sector
3. Types and value of enterprise
4. International entrepreneurship
5. Entrepreneurial growth in firms
6. Business ethics
7. Entrepreneurship on the internet

LOCATION AND ASSESSMENT METHODS

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