1. Pre-requisite modules

None

2. Module aims and objectives

London is a long recognized world-leader in the creative and cultural industries but also within enterprise and commercial industries such as Banking and Finance, Professional services, Digital and Technology, Hospitality and Luxury Retail.

This module is designed to allow students to explore the special 'London' nature of business, and the characteristics of entrepreneurship. They will be challenged to identify the key factors involved in developing and growing businesses.

The module also aims to stimulate thinking around what makes London a global city and why being in one of the world’s top global cities is important for enterprise activity. Students will be encouraged to understand what attracts entrepreneurs and businesses to London and how the city supports and encourages enterprise, and innovation.

The module will aim to develop in students a clear perspective of business models, frameworks and concepts that can be applied to various enterprise and commercial sectors that operate successfully in London.

Overall the classes will combine time spent in the classroom with visits to different enterprise and business in and around London. The interactive blended learning approach will aim to provide knowledge and insight into key sectors.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module the students will be able to:

A1. Demonstrate awareness of key aspects of a global city from multiple perspectives but with a clear with a focus on enterprise and business practices.

A2. Demonstrate an understanding of current approaches to enterprise support and how these affect the way business start-up or expansion is encouraged.
B) Skills

Upon successful completion of this module the students will be able to:

B1. Analyse simple case problems and scenarios to provide sound insights.

B2. Evaluate and apply a range of information sources about business and enterprise practices.

B3. Be an independent and self-critical learner whilst demonstrating creative and innovative ways of interpreting evidence.

4. Indicative content

The module will introduce students to a range of examples of typical business sectors which illustrate the diversity of opportunities available for entrepreneurs in a global city. In particular students will be challenged to see how innovative interpretations of traditional business models or ideas can lead to new ventures, extensions or enhancements of existing businesses.

Concepts, examples, ideas and models from the following themed list will be explored in detail:

- Banking and financial services
- Hospitality and events: hotels and restaurants, members’ clubs, societies, sport
- Professional services: law, insurance and accountancy services, consultancy
- Luxury retail management and marketing

The areas above will form the core themes of the module as they are all prominent in the business life of London.
5. Learning and teaching methods

This module will be taught through a blend of seminars, workshops, guest speakers and industry visits. Learning through visits and guest speakers is a key focus of the learning and teaching method. In-class sessions, workshops and industry visits will cover each topic and sector and this will be delivered through an interactive learning experience where debate and discussion will be stimulated.

The format and learning materials will be circulated in advance so that students can familiarise themselves with the topic in preparation for discussion and visits. Students will be encouraged to work in groups and individually to meet the learning outcomes.

An example of the way that a visit will be incorporated into the learning methods of the module is a ‘Field trip to Canary Wharf’ to investigate the financial services business district.

The aims of the trip would be;

- To allow students to interact, question and observe business, and how it is supported (such as via the required transport infrastructure), activity in one or more key sectors identified by the module
- To give students the opportunity to investigate how a relatively new business area in a global city has developed and continues to develop
- To allow students to reflect on the opportunities and ‘niches’ for innovative business ideas and entrepreneurs to support businesses and those who work in them
- Provide the students with guidance and up to date material for one or more of their module assessment tasks

This trip would be pre-prepared by students researching the Canary Wharf area on-line to encounter the history and diversity of businesses clustered within the Canary Wharf complex. (Students interested in socio/cultural history could also prepare a review of how the area has been developed since 1990, from wasteland to thriving commercial district).

The visit itself would ideally incorporate a short meeting with one or more businesses in the area alongside a discussion with the Canary Wharf development corporation, followed by students researching the typical needs of those working in the vicinity and how they are provided for currently. Depending on the time of the visit the students may be asked to report back with ideas in small groups on what new or innovative events for workers in Canary Wharf could be offered as a small ‘pop up’ business ventures, e.g. summer street food, entertainment, concierge services, ‘London’ commemorative gifts and souvenirs etc.
12 credit module – 120 learning hours

<table>
<thead>
<tr>
<th>Learning Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Directed learning</td>
<td>36</td>
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<tr>
<td>Seminars (including visits)</td>
<td>36</td>
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<tr>
<td>Collaborative Learning</td>
<td>9</td>
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<tr>
<td>Tutorials (1:1 and group)</td>
<td>9</td>
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<tr>
<td>Self-directed learning</td>
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<tr>
<td>Preparation for class</td>
<td>25</td>
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<tr>
<td>Self-study after class</td>
<td>20</td>
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<tr>
<td>Preparation for assessments</td>
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<tr>
<td>Assessment</td>
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<td><strong>Total</strong></td>
<td><strong>120</strong></td>
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6. Assessment and relative weightings

Assessment 1: (50%) Report

Students will produce an individual written report that demonstrates original research in their chosen sector. They will choose an organisation that makes up part of the module field trips/experiential learning. The report would include further research into the organisation, (typically a SWOT analysis) and include ideas about how the organisation capitalises on London as a global city of business and enterprise (1500 words).

Assessment 2: (50%) Video presentation / reportage

In pairs or small groups, students will create and present a 7-10 minute video reportage on an issue of their choice related to one of the enterprise and business themes. The task requires students to research the issue and present their findings and conclusions in a professional and engaging way.

Both tasks will help to promote the students’ awareness of key contemporary challenges facing business and enterprise London. Furthermore, it builds on their ability to engage in research related to current and future issues/trends and cultivate their ability to critique and analyse data drawing on a wide range of sources.

7. Mapping of assessment tasks for the module

<table>
<thead>
<tr>
<th>Assessment tasks</th>
<th>A1</th>
<th>A2</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
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<td>x</td>
<td>x</td>
<td>x</td>
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<tr>
<td>Video presentation / reportage</td>
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<td>x</td>
<td>x</td>
<td>x</td>
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</tr>
</tbody>
</table>
8. Key reading

Books

Indicative selected secondary reading
Chevalier, M. and Gutsatz, M. (2012), Luxury Retail Management, how the world’s top brands provide Quality Product and Service Support, Singapore, John Wiley
Burns, P. (latest edition), Entrepreneurship and Small Business: Start-up, Growth and Maturity, Palgrave Macmillan

Websites
RBA Information Services, Support for SMEs (Small & Medium Sized Enterprises); available at: www.rba.co.uk/sources/sme.htm
UK government policy publications for enterprise activity in the UK and London; available at: www.gov.uk/policies/enterprise
Centre for research on UK cities and their global impact; available at: www.centreforcities.org
Foundation focused on innovation and ideas: available at: www.nesta.org
www.euromonitor.com
www.culturalenterprise.com

Journals
SAGE Research Journals
The International Journal of Entrepreneurship and Innovation
Journal of Management Studies