Module code	BTE503	Level	5
Module title	Enterprise Bootcamp	Credit value	20
Common/Core/ Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BSc (Hons) in Business, Technology and Entrepreneurship	Teaching Period	Autumn

1. Module description

This module encourages you to develop applied entrepreneurial thinking while solving business and societal problems using technology. You'll learn to do this in a way that's designed to be experiential – following core principles acquired within a series of timed scenarios, known as bootcamps.

You'll explore topics including seed money, crowd funding, pitching, futurism and professional personal branding – underpinned by an ethos of instilling soft skills that are of value to agile leadership styles, and applicable to a number of business models.

This action-oriented approach is designed to stimulate discussions focused on imagining and creating solutions, for the challenges facing entrepreneurs and technology-centred businesses internationally.

2. Learning outcomes

Upon successful completion of this module you will be able to:

Collaboration (MLO 01)
Collaborate and leverage appropriate networks to solve entrepreneurial challenges

Innovation (MLO 02)
Analyse and develop value propositions for successful enterprise endeavours, combining curiosity and creativity

Communication (MLO 05)
Communicate your business ideas effectively both orally and in writing within unfamiliar and well-defined entrepreneurial contexts

Interdisciplinary Perspectives (MLO 09)
Investigate and apply perspectives from different disciplines in multifaceted business and entrepreneurial scenarios

3. Learning and teaching methods

You will undertake a series of bootcamps of varying lengths and formats, wrapped around indicative module content topics, designed to combine theory and practice in a condensed format and which encourages a learning environment where knowledge is shared, with reflexivity and actionable outcomes. The aim is to immerse you in a technologically focused environment through the provision of intensive and authentic skills-based learning sessions. There is a strong emphasis on learning through applied experience.

Each week, you will participate in workshops in which you will gain hands-on knowledge of a variety of digital platforms that underpin the key business disciplines of design, creation, deployment, and analysis. There is a strong emphasis on both the global and local dimensions to entrepreneurship, brought together by case examples from diverse cultural contexts. To this end, you will be working on developing sound research and communication skills, which will be demonstrated in presentations and reports, through your speaking and writing. Varied learning and teaching methods are employed on this module, such as: workshop/ lab sessions, self-directed exercises, case study work, and group discussions.

Learning hours	
Directed learning	**48 hours**
Workshops/classes	48 hours
Guided/Self-guided learning	**152 hours**
Total	**200 hours**

4. Assessment, formative feedback and relative weightings

Assessment 1 - Report
Weight (%): 40%
Word Count or Equivalent: 1500 words

Individually, you are expected to respond to a given 'challenge' that two existing businesses are facing - one from a developed market and one from an emerging market. You are expected to look for opportunities to solve the problems and challenges that those businesses are facing and include in your report relevant solutions addressing their value proposition, technology, funding and/or branding.

Assessment 2 – Presentation (Group Assessment)
Weight (%): 60%
Word Count or Equivalent: 12-15 minutes

In groups, you will deliver an industry pitch presentation with the purpose of persuading assessors to 'invest' in your technology-led value proposition and enterprise idea. You will deliver a business case for your idea using the knowledge and techniques you have learnt on this and other modules on the programme.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module				
Assessment tasks	MLO1	MLO2	MLO5	ML09
Report		X	X	X
Presentation	X		X	X

5. Indicative resources

Carter, S. & Jones-Evans, D. (2012), Enterprise and Small Business: Principles, Practice and Policy, 3rd Edition, Pearson. https://www.pearson.com/uk/educators/higher-education-

educators/program/Carter-Enterprise-and-Small-Business-Principles-Practice-and-Policy-3rd-Edition/PGM1014529.html?tab=overview

Scarborough, N & Cornwall, J. (2019), Essentials of Entrepreneurship and Small Business Management: Global Edition, 9th edition, Person.
https://www.pearson.com/store/p/essentials-of-entrepreneurship-and-small-business-management-global-edition/P100002225425

Vaynerchuk, G. (2018), Crushing It!: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too, Harper Business.
https://www.amazon.co.uk/dp/0062674676/ref=cm_sw_r_wa_api_glt_fabc_3H4FY64QJCBN42A8NAZM

Williams, S. (2019), The Financial Times Guide to Business Start Up 2019/20: The Most Comprehensive Guide for Entrepreneurs, 31st edition, Pearson.
https://www.pearson.com/store/p/essentials-of-entrepreneurship-and-small-business-management-global-edition/P100002225425

Academic Journals: Entrepreneurship Theory and Practice, Enterprise & Society**,** Frontiers of Entrepreneurship Research**,** Global Entrepreneurship Monitor**,** Journal of Entrepreneurship, Business and Economics**,** Journal of Small Business Management

Trade Press: Bloomberg Businessweek, Business Insider, Entrepreneur Magazine, Financial Times**,** Forbes, Fortune, Harvard Business Review, Inc., Money, Real Business, The Economist, Wired