

<b>Module code</b>	ENT505	<b>Level</b>	5
<b>Module title</b>	Entrepreneurship: Family and Social	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) Business and Entrepreneurship	<b>Teaching Period</b>	Autumn

## 1. Module description

Entrepreneurs are motivated by making a difference and changing people's lives through identifying opportunities and embracing the unknown.

In this module, you'll explore entrepreneurship across different geographies, sectors and companies, including global organisations. You'll establish links to the dedicated entrepreneurial spirit that underpins family-run businesses; connect with start-up cultures and understand how 'social entrepreneurs' operate as change agents. You will also explore business models that address commercial and social needs in a variety of economies.

Engaging with this module, you'll understand the context and language of entrepreneurship; identify the characteristics and behaviour of ethical and family entrepreneurs, and understand the role of entrepreneurship in different areas of economic development.

## 2. Learning Outcomes

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

### **Communication (MLO5):**

Communicate effectively both orally and in writing about different forms of entrepreneurship across different geographies and sectors.

### **Discipline Knowledge (MLO7):**

Examine and apply theories, concepts and facts around family and social entrepreneurship relevant to the task

### **Interdisciplinary Perspectives (MLO9):**

Investigate and apply perspectives from different disciplines across entrepreneurial scenarios in a variety of entrepreneurial eco-systems

### **Human and Environmental Impact (ML010):**

Analyse the impact of the entrepreneurial eco-system on social enterprises, family businesses, associated communities and the environment

## 3. Learning and teaching methods

The module incorporates a variety of methods including group activities, group discussions, and live case studies to enable you to analyse, evaluate, organise and communicate the significance of enterprise in the wider economic eco-system. Through a series of seminars, you will have the opportunity to demonstrate the extent to which you have understood the

reading material for the module on a weekly basis and how this relates to enterprise and business theory, concepts and principles delivered in the module.

Using case-studies you will be looking at entrepreneurship from a number of different lenses and with-in the contexts of family business, social enterprise and traditional enterprise, with the added filter of different geographies, sectors to be able to compare those commonalities and differences.

Both group and individual work is called for in this module, as a means of providing opportunities for both peer learning and peer-assessment, and guidance and freedom to research and analyse alone, with a view to enhancing self-assessment and your awareness of the learning process.

Learning hours	
<b>Directed learning</b>	<b>48 hours</b>
Workshops/classes	48
<b>Guided/Self-guided learning</b>	<b>152 hours</b>
<b>Total</b>	<b>200</b>

#### 4. Assessment, formative feedback and relative weightings

**Assessment 1.** Presentation

**Weight (%):** 40%

**Word Count or Equivalent:** 15 minutes

There are many advantages and disadvantages of being a part of a Family Business (FB) or indeed a social enterprise (SE). You are to choose either a FB or a SE as a context for your presentation and discuss the advantages and disadvantages which the enterprise faces.

**Assessment 2.** Case-study

**Weight (%):** 60

**Word Count or Equivalent:** 2000 words

Using theory and models that you learned from this module, building on any material you may have accessed in Assessment 1, and your own research, evaluate either a *Family Business* or a *Social Enterprise* that you have a connection to (and can access), in terms of vision, leadership style, and the business culture that influences value creation and (social) innovation as well as the influence of geographical location on the enterprise.

Mapping of assessment tasks for the module				
Assessment tasks	LO5	LO7	LO9	L10
Presentation	x	x		
Case Study and Report		x	x	x

#### 5. Indicative resources

**Family business**

POZA, E.J. (2014) *Family business*. South-Western Cengage Learning.

NEUBAUER, F. and LANK, A.G. (1998) *The family business : its governance for sustainability*. Macmillan Press.

ZELLWEGER, T.M. (2017) *Managing the family business : theory and practice*. Edward Elgar Publishing Limited.

LECOUVIE, K. and PENDERGAST, J.M. (2014) *Family business succession : your roadmap to continuity*. Palgrave MacMillan.

### **Social Enterprise**

BORNSTEIN, D. (2007). *How to change the world: Social entrepreneurs and the power of new ideas*. Oxford University Press.

ROSHAN, P. AND RABBAT, I. (2021) *The New Reason to Work: How to Build a Career That Will Change the World*. Lioncrest Publishing.

GUCLU, A., DEES, G., AND BATTLE ANDERSON, B., (2002). *The Process of Social Entrepreneurship: Creating Opportunities Worthy of Serious Pursuit*. November 2002. Centre for the Advancement of Social Entrepreneurship. The Fuqua School of Business.