

Module code	IAE501	Level	5
Module title	Experiencing Industry and Entrepreneurship: Entrepreneurial Challenge	Credit value	20
Common/Core/Elective	Common	ECTS Credits	10
Courses on which the	All	Notional learning	200
		Teaching Period	Spring

1. Module description

Regent's University London has been quoted as the UK university with the highest density of business founders. In this module, you will develop entrepreneurial thinking about how to grow your own or others' entrepreneurial ideas.

You will have the freedom to choose from a range of entrepreneurial challenges and explore enterprise opportunities. In doing so, you will potentially develop your own concepts and create an entrepreneurial plan. In collaboration with others, you will develop entrepreneurial ideas through creative thinking, research, and evaluation. At the end of the module, you will pitch your idea, bringing your concepts for the entrepreneurial challenge closer to an exciting reality and fruition. If you have ambitions to become a founder, the module will also prepare you to complete an individual entrepreneurial project in your final year.

2. Learning outcomes

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

Collaboration (MLO 01)

Collaborate and use appropriate networks to develop an entrepreneurial idea

Innovation (MLO 02)

Analyse and develop entrepreneurial ideas, combining creative, critical, and entrepreneurial thinking, and curiosity.

Professional Development (MLO 03)

Develop a plan and reflect on how the Entrepreneurial Challenge has impacted your professional development.

Interdisciplinary Perspectives (MLO 09)

Investigate and apply entrepreneurial perspectives from different disciplines to the creation and presentation of entrepreneurial ideas.

3. Learning and teaching methods

You will learn by developing and sharing ideas with a diverse group of students from different disciplines while being supported by academic tutor(s) and the Careers, Enterprise, and Industry team. You will have chosen an entrepreneurial challenge which could be a start-up, or it could be for a mature organisation, a company, a charity or an NGO. You will learn through workshops, classes and through group tutorials, as appropriate to your challenge. You will conduct research and learn how to network with experts. You will also

learn from inspirational entrepreneurial speakers. Depending upon your challenge, you may also learn through contact with external stakeholders.

Learning hours	
Directed learning	48 hours
Workshops/classes/group tutorials as appropriate to the challenge	48
Guided/Self-guided learning	152 hours
Total	200 hours

4. Assessment, formative feedback and relative weightings

Assessment 1: Pitch (Group Assessment)

Weight: 40%

Word-count or equivalent: 10 minutes

Your team will pitch your entrepreneurial ideas, in response to the challenge, to your tutor(s), peers and, where appropriate to entrepreneurs and industry or subject-experts. You will introduce the team, explain the team responsibilities, the approach that was taken to the challenge, what the greatest 'challenges' were and how you overcame them as a team. You may present your work in any creative format and in a way that is appropriate to the challenge.

Assessment 2: Proposal

Weight: 60%

Word-count or equivalent: 2500 words or equivalent

You will build on the pitch to present your individual recommendations for 'next steps' about how to develop the entrepreneurial ideas, putting forward your recommendations for future development. Your Proposal will be based on critical reflection and justified against market and other relevant data. You may present your work in any creative format that is appropriate to the challenge. You will also explain how the recommendations are in line with your values, what you have personally learned during the challenge and how this has contributed to your professional development.

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

Assessment tasks	ML01	MLO2	MLO3	MLO9				
Pitch	X	X		X				
Proposal	X	X	X					

5. Indicative resources

Allen, K.R. (2015) Launching new ventures: an entrepreneurial approach. 7th ed. Boston, MA: Cengage Learning.

Kuratko, D. F., Goldsby, M. G., & Hornsby, J. S. (2018). Corporate Innovation: Disruptive Thinking in Organizations. Routledge.

Bussgang, J. (2017). *Entering StartUpLand: An Essential Guide to Finding the Right Job*. Boston: Harvard Business Review Press. 10162-HBK-ENG.

Mosey, S., Noke, H., & Kirkham, P. (2017). *Building an entrepreneurial organisation*. Routledge.

Resources will be dependent upon your Entrepreneurial Challenge. Your tutor(s) will advise you with regard to further appropriate resources, including reference to the latest podcasts, case studies and articles on the subject of entrepreneurship.