

Module code	ENT709			Level	7
Module title	Entrepreneurial Mindsets and Opportunity Recognition				
Status	Core				
Teaching Period	Autumn				
Courses on which the module is taught	MSc Entrepreneurship				
Prerequisite modules	N/A				
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	Subject to industry-related events All field trips are subject to availability and are optional				
Additional costs	N/A				
Content notes	N/A				

1. Module description

In this module '**Entrepreneurial Mindsets and Opportunity Recognition**' you will discover and develop an entrepreneurial skillset & toolset (including digital skills) to prepare you to thrive in the entrepreneurial landscape of The Intelligent Age, becoming one of the new generation of entrepreneurs with innovative abilities, interdisciplinary competencies, and a strong sense of social equity and responsibility.

The global business landscape has continued to undergo a profound transformation in the digital age, with entrepreneurship emerging as a driving force behind innovation, economic growth, and job creation. This module investigates the fundamentals of the 'entrepreneurial mindset' by exploring psychological and cognitive aspects of entrepreneurship, helping students recognise entrepreneurial opportunities. It covers, innovation, creativity, and problem-solving skills as well as data science exploration techniques (such as consumer intelligence and data storytelling) to identify and evaluate new enterprise opportunities relevant to The Intelligent Age.

Entrepreneurship is a necessary life skill (a way of thinking and behaving) which will enable you to fully embrace uncertainty to create a more sustainable and responsible entrepreneurial future, in the ever-changing AI era. This module will help you to identify opportunities (which others might overlook) by equipping you to think and act like an entrepreneur. You will embark on a journey of personal self-discovery as you learn to identify opportunities and turn those fledgling ideas into reality by understanding and embedding relevant AI tools as part of the enterprise roadmap. You will be empowered to become agile and adaptable, to drive continuous innovation, lead teams, navigate complex

situations, grasp hold of opportunities and thrive in an ever-changing entrepreneurial ecosystem.

2. Learning Outcomes

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

Collaboration (MLO1)

Lead and negotiate with teams to solve entrepreneurial challenges in complex situations.

Digital Data and Tools (MLO6)

Appraise and utilise digital consumer intelligence tools, data-storytelling techniques and complex competitor and market research data as part of entrepreneurial opportunity recognition.

Discipline Knowledge (MLO7)

Critique and synthesise theories, concepts and methodologies stemming from the exploration of entrepreneurial mindsets and opportunity recognition.

Human & Environmental Impact (MLO10)

Evaluate the impact of human activity, including your own, on people and on the environment to offer responsible and sustainable solutions via opportunity recognition.

3. Learning and teaching methods, and reasonable adjustments

This module takes an active-learning approach which places you at the centre of your own learning journey. Every week, you will engage in a lead event designed to equip and inspire you with knowledge and insights on entrepreneurial mindsets and opportunity recognition. These lead events may take various forms, such as masterclasses, guest speakers, forums, field trips, or exhibitions. These will enable you to develop an entrepreneurial mindset, master opportunity recognition and foster collaboration across diverse cultures and industries.

Additionally, each week, you will participate in workshops that are carefully crafted to enhance your understanding and learning. These workshops will encompass a range of activities, including student-led discussions, analysis of case studies, examination of real-world business scenarios, the utilization of digital learning applications, and self-assessments. During these sessions, you are strongly encouraged to seize formative assessment opportunities to deliberate upon your work and progress.

This will then culminate in a summative assessment which will showcase how you have met the learning outcomes of the module.

Learning hours				200
Directed learning				48
Workshops (48)				
Guided/Self-guided learning				152

Students seeking reasonable adjustments should consult the current Disability Policy:

<https://www.regents.ac.uk/policies>

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment 1: Project (Group Assessment), 100% TMM

Maximum Word Count or Equivalent: 3600 words

In this collaborative endeavour, you will work together in groups to identify a new business opportunity by conducting in-depth research and analysis to propose insights into the complexity (including responsible and sustainable entrepreneurship) of entrepreneurial opportunity recognition.

This assignment encourages collaboration, independent research, exploration of mindsets and use of digital tools and complex data. You will submit a well-structured project report outlining your analysis, supported by relevant theories and evidence.

Allocation of marks for group work will be specified in the assignment brief.

Mapping of assessment tasks:

Assessment components	MLO1	MLO6	MLO7	MLO10
Group Project	X	X	X	X

The above assessment is summative. Students will have the opportunity for formative assessment and feedback before the summative assessment.

5. Indicative resources

Books

Boronat-Clavijo, B., Neck, H. M., & Theodoraki, C. (2025). *Developing Entrepreneurial Mindsets, Ideas, and Opportunities : A Guide for Educators*. London: Sage.

Engelan, A., et al (2023) *Opportunity Recognition: 15 Approaches for Business Growth*. Springer.

Florence, C., (2024) *Data Storytelling in Marketing: How to Tell Persuasive Stories Through Data*. London: Kogan Page

Articles

Alqahtani, N. and Uslay, C. (2022), "Marketing/entrepreneurship interface research priorities (2023–2026)", *Journal of Research in Marketing and Entrepreneurship*, Vol. 24 No. 2, pp. 405-419. <https://doi.org/10.1108/JRME-11-2021-0151>

Baron, R.A. (2006) 'Opportunity Recognition as Pattern Recognition: How Entrepreneurs "Connect the Dots" to Identify New Business Opportunities', *Academy of Management Perspectives*, 20(1), pp. 104–119. Available at: <https://research.ebsco.com/linkprocessor/plink?id=15ad3f06-2169-3cbd-bad7-950057e1ba44> (Accessed: 6 September 2024).

Forbes (2024) 'The Intelligent Age': How it can accelerate progress on the SDGs Available at: <https://www.forbes.com/sites/worldeconomicforum/2024/09/28/the-intelligent-age-how-it-can-accelerate-progress-on-the-sdgs/>