

Module Layout
BEC414 / Entrepreneurship, Theory and Practice

Faculty	FEM	Economics and Management	
Programme of Study	BEC	Business Economics	
Module	BEC414	Entrepreneurship, Theory and Practice	
Level of Study	Undergraduate	Graduate	
	√	Master	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance		
Module Type	Required	Electives	
	√		
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	-	5
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30 %	10 %	60 %
Number of European Credit Transfer System (ECTS)	10		

Module Description

The Module BEC414 (Entrepreneurship, Theory and Practice) deals with the realities of entrepreneurship. The purpose of this module is to encourage students to think and act more entrepreneurially in order to create opportunities and take action in uncertain environments. Specifically, the course objectives are to:

- Explain the global rise and diversity of entrepreneurship and its impact, the importance of action and practice in entrepreneurship, and the myths associated with entrepreneurship.
- Describe the most important skills to the practice of entrepreneurship, how entrepreneurship is more of a method than a process, and the concept of deliberate practice.
- Outline the effectiveness of mind-set in entrepreneurship and explain how to develop the habits of self-leadership, creativity, and improvisation.
- Explore the pathways toward opportunity recognition, opportunity identification, and idea generation.
- Describe the importance of design thinking in understanding customers and their needs and illustrate the key parts of the design thinking process and their relevance to entrepreneurs.
- Identify the steps of scientific experimentation and how they apply to entrepreneurs, demonstrate, how to test hypotheses, and explore the power of storyboarding as a form of prototyping.
- Examine the core areas of a business model, explore the importance of customer value propositions (CVPs), and illustrate the components of the business model canvas.
- Explain TRIM (Team, Resources, Ideas, Market) and its importance to entrepreneurial planning, the different types of plans used by entrepreneurs, and provide advice for writing business plans.

Pre-requisite Modules

None

Co-requisite Modules

None

Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Study Week (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0%	~180 - ~210	7
Weekly Interactive Activities	10 %	~25 - ~30	1
Assignment 1	15 %	~18 - ~25	1
Assignment 2	15 %	~18 - ~25	1
Final/Repeat Examination	60 %	3	-
Total	100 %	~250 - ~300	10

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, etc.
- **Passing rate**
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final Exam

If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.