

**Module Layout**  
**BEC414 / Entrepreneurship, Theory and Practice**

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

	<b>None</b>
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**Co-requisite Modules**

	<b>None</b>
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**Grading Scheme**

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

**Grading Rules and Assessment methods**

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e.  $90\% * 10 = 9$ , 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.