



MN3060 – Entrepreneurship & Small Business Development

MODULE TYPE/SEMESTER: Junior Honours/**Option** (20 Credits)/Semester 2

PRE-REQUISITE(S): MN2001 and MN2002

MODULE CO-ORDINATOR: Professor Ross Brown Ross.Brown@st-andrews.ac.uk

AIM:

The module will develop a comprehensive understanding of entrepreneurship in practice and the processes of business development. Students will develop a rounded understanding of the nature and dynamics of entrepreneurial activity. They will also ascertain knowledge of the key obstacles entrepreneurs face when trying to grow their businesses. The module will impart experiential awareness of ‘for-profit’ business development through an understanding of the dynamics and mind-set of entrepreneurial behaviour.

METHOD OF TEACHING & LEARNING:

This module is founded on the principles of enquiry based learning and is designed to foster self-directed learning, individual & group problem solving and develop a capacity for strategic thinking. It is about opportunity seeking & recognition, networking, initiative taking, persuading others, leadership and taking intuitive decisions. This is a highly interactive module with a great deal of in-class discussion and debate. Each week the plenary session will incorporate a blend of group work, whole class discussion, presentations and Q&A. To successfully undertake individually assessed coursework, groups will also need to meet out-with scheduled times. Classes are taught through lectures and tutorials.

LEARNING OUTCOMES:

By the end of the module, students should be able to:

- Understand the key dynamics involved in entrepreneurial activity;
- Identify, document & critically assess risks & rewards of a viable business model;
- Communicate professionally & effectively using a variety of digital media and channels
- Identify and use some business planning metrics;
- Demonstrate understanding of the processes of customer acquisition and business development;
- Successfully collaborate with peers to help foster experiential learning;
- Reflect upon learning and collaborative endeavour

INDICATIVE TOPIC OUTLINE:

The module will cover an array of topics encompassing entrepreneurial activity such as, *inter alia*: the dynamics of new business formation, entrepreneurial self-efficacy, funding for entrepreneurial start-ups, growth dynamics and growth obstacles, family firms, SME internationalization, the importance of entrepreneurial ecosystems, public policy and SMEs and the challenges posed by crisis situations such as global financial crisis and Covid-19.

ASSESSMENT:

Coursework made up of the following elements:

- First individual coursework - 40%
- Final Exam - 60%

CORE READING LIST:

Text books:

- Blundel, R., Lockett, N., Wang, C., & Mawson, S. (2021). *Exploring entrepreneurship*. Third Edition, Sage.

Organisation of courses may be subject to change without notice.