



Module Descriptor

Title	Enterprise And Entrepreneurship		
Session	2025/26	Status	
Code	BUSN11135	SCQF Level	11
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Dr Dina Nziku		

Summary of Module

Enterprise is a fast-growing element of the modern business environment. Whether it is entrepreneurs taking risks to start new organisations, or intrapreneurs working to develop new approaches inside organisations, there is no doubt that it is vital that the leaders of tomorrow can understand and manage this area.

The Enterprise and Entrepreneurship module will give students a good grounding in the theory and background to the topic. Key contemporary theories, models and cases will be covered to ensure that the students develop the skills and understanding around Enterprise. Student will be introduced to the basics of enterprise and entrepreneurship, especially focused on the local marketplace. The skills and attributes needed for successful enterprise will be explored, alongside case studies to bring the discussions to life.

Students will review their own skills against relevant tools such as the entrepreneur score card, allowing for reflection and identification of development opportunities. The module will move beyond the individual to examine enterprising organisations and entrepreneurial sectors. The benefits and drawbacks of adopting such approaches will be critically discussed and linked back to real world examples.

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☒	Online³ ☒	Work -Based Learning⁴ ☐
Campuses for Module Delivery	☐ Ayr	☒ Lanarkshire	☒ Online / Distance Learning	

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	☐ Dumfries		☐ London ☒ Paisley		☒ Other (specify) TNE	
Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Critically analyse personal entrepreneurial skills
L2	Investigate and critically discuss the differences and similarities between enterprise and entrepreneurship
L3	Research, review and collect information about the use of enterprise within organisations
L4	Demonstrate the ability to analyse and solve challenges or opportunities in a case study using entrepreneurial principles.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 11 Demonstrating a critical integrated understanding of enterprise and entrepreneurship in business. Understanding the role and importance of enterprise in business success. Demonstrating an in-depth knowledge and understanding of enterprise and how this contributes to business development and growth at the national and global level.
Practice: Applied Knowledge and Understanding	SCQF 11 Using a range of specialist skills, techniques and practices associated with enterprise in a business context Applying relevant knowledge and understanding to a range of complex situations. Applying a range of skills, knowledge and understanding of enterprise and entrepreneurship to key issues in the changing global marketplace Identify, conceptualise, define and make informed judgements on problems and issues often in the absence of pertinent information Developing personal capabilities in creativity and problem solving, decisiveness.
Generic Cognitive skills	SCQF 11 Developing original and creative responses to the analysis, evaluation and synthesis of data and other material. Analysing new and abstract problems and issues related to the business environment.

	Analysing complex business situations, often with limited information. Diagnosing complex organisational problems generating potential approaches to dealing with these, using relevant tools.
Communication, ICT and Numeracy Skills	SCQF 11 Using a range of advanced skills including academic writing and referencing skills, analysis and interpretation of complex information and the use of appropriate ICT skills to aid dissemination of information. Communicating fluently and engaging in discourse with tutors and fellow students and external stakeholders e.g. business representatives, etc to convey complex ideas and concepts. Effectively use communication and team skills through presentations, role play and group exercises
Autonomy, Accountability and Working with Others	SCQF 11 Exercising substantial autonomy and initiative in professional and equivalent activities Becoming self-directed by taking responsibility for own study and using own initiative Develop time management skills to schedule and manage own and others activities Using initiative to cooperate and share learning with fellow students Working and leading teams, taking responsibility for own and others work. Reflecting on personal development and identification of development needs.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours. This module adopts an interactive and practical approach, combining the acquisition of knowledge and understanding with opportunities to develop and reflect on personal entrepreneurial skills. Tutorials will focus on group-based activities, where students collaborate to address real-world business challenges, culminating in the presentation of their solutions to diverse audiences. Real-world case studies and guest speakers will enrich the learning experience, providing students with a contextualized and dynamic understanding of entrepreneurship in action. In addition, a blend of face-to-face and online activities will be incorporated, including video-based exercises, case study analyses, and both synchronous and asynchronous discussion forums to support engagement and learning flexibility. The assessment framework integrates both formative and summative components. Students will begin with a group presentation based on case study organizations developed incrementally from the start of the trimester. This will be followed by an individual reflective

report, fostering critical self-assessment and deeper engagement with the module's learning outcomes. This approach ensures a well-rounded evaluation of both collaborative and individual contributions to entrepreneurial problem-solving.

Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	12
Tutorial / Synchronous Support Activity	24
Asynchronous Class Activity	24
Independent Study	140
Please select	
Please select	
TOTAL	200

Indicative Resources

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Deakins, D., and Scott, J. (2020) "Entrepreneurship: A Contemporary & Global Approach". Sage.

Additional Reading Resources

Neck, H. M., Neck, C. P., Murray, E. L. (2020) "Entrepreneurship: The Practice and Mindset". United Kingdom: SAGE Publications, Incorporated.

Osterwalder, A., and Pigneur, Y., (2010) "Business Model generation". Hoboken: Wiley.

Burns, P. (2018) "New Venture Creation: A Framework for Entrepreneurial Start-ups". United Kingdom: Bloomsbury Publishing.

(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the [Student Attendance and Engagement Procedure](#), Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: [UWS Equality, Diversity and Human Rights Code](#).

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Marketing, Innovation, Tourism Events
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	MITE
Moderator	Dr Robert Crammond
External Examiner	Dr Victoria Oziri
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☐ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

Group Assessment - 60%

Assessment 2

Individual Reflective Report - 40%

Assessment 3

(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.

(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Group Project	☐	☒	☒	☒	☐	60	

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Individual Reflective Report	☒	☐	☐	☐	☐	40	

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	36 hours

Change Control

What	When	Who