Module Descriptor

Title	Entrepreneurial Thought And Action		
Session	2026/27	**Status**	Approved
Code	BUSN07XXX	**SCQF Level**	7
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Alan Murray		
Summary of Module The aim of this module is to foster a culture of innovation and risk-taking among students by equipping them with the knowledge, skills and mindset necessary to identify and develop opportunities to solve real world problems. The Module will provide students with practical experience in the entrepreneurial process adopting a hackathon style approach where students work intensively to develop innovative ideas and prototypes.			

Module Delivery Method	**On-Campus**[1] ☒	**Hybrid**[2] ☒	**Online**[3] ☐	**Work -Based Learning**[4] ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☒ Lanarkshire ☐ London ☒ Paisley	☒ Online / Distance Learning ☐ Other (specify)	

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

[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

L1	Reflect on the principles of entrepreneurial thought and action and how these can be applied to address real world problems.
L2	Apply environmental scanning techniques to identify opportunities focussed on addressing problems.
L3	Apply an innovation process to come up with ideas which have real value to exploit an opportunity.
L4	Apply risk taking strategies and innovation failure to develop valuable opportunity based ideas
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 7** Students will gain knowledge of the theory and practice of entrepreneurial thought and action.
Practice: Applied Knowledge and Understanding	**SCQF 7** Students will apply the environmental scanning tools and techniques to gain an understanding of the nature and extent of their chosen problem.
Generic Cognitive skills	**SCQF 7** Students will evaluate the information they have gathered from credible sources around real world problems. They will use the information they have found most relevant to suggest a potential solution to address this problem which is grounded in the principles of design thinking.
Communication, ICT and Numeracy Skills	**SCQF 7** tudents will be expected to appply a range of technologies to develop and present their portfolio.
Autonomy, Accountability and Working with Others	**SCQF 7** Students will be expected to work with others throughout the module. This would include fellow group members as well as staff and other stakeholders. Group responsibility should be taken to ensure completion of the tasks.

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. Note: Students on a Graduate Apprentice programme will undertake the following teaching, 9 weeks of 2-hour lecture/Core content delivery online sessions and 3 weeks of 3 hour on-campus workshops (dates for on-campus sessions to be confirmed each term) The module will be delivered by experienced enterprise and business practitioners utilising dynamic physical and digital teaching and learning spaces embedding input from leading

researchers around entrepreneurial thought and action and design thinking. This Module helps students to develop the range of skills, qualities and abilities which will prepare them for success in the world of work. The highly interactive module workshop approach aims to develop skills, knowledge and behaviours around key entrepreneurial concepts, and it is expected that students will actively take part in identifying, assessing and responding to entrepreneurial opportunities presented in class. A mix of group and individual case studies will allow students to develop their knowledge and apply this to real world challenges focussed on the UN Sustainable Development Goals.

Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Tutorial / Synchronous Support Activity	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources

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

Tidd, J., & Bessant, J. R. (2020). Managing innovation: integrating technological, market and organizational change. John Wiley & Sons.

Murray, A. and Palladino, R. (2020) 'Developing human capitals in today's entrepreneurs: A practitioner perspective', Journal of Intellectual Capital.

Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via the VLE.

(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:

Students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

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. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required. This personalised approach ensures that all students can succeed, regardless of their background or circumstances. By embracing and promoting these principles, we aim to cultivate a learning community where everyone feels valued, supported, and empowered to achieve their full potential.
(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	Marketing, Innovation, Tourism & Events
Moderator	TBC
External Examiner	K Ahmed
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Group Portfolio - Students will apply appropriate tools and techniques to a problem of their choosing which addresses one or more of the UN Sustainable Development Goals. The portfolio will be in the form of a written document which is expected to contain a mix of written narrative, hyperlinks, supporting theory, images and links to other media. The word count will align with the guidance in the assessment handbook.
Assessment 2
Individual Reflective Report - Thinking about the ideas presented by the group in Assignment 1 students will individually comment on their own individual entrepreneurial qualities in order to determine how well equipped they are to take advantage of the opportunities they identified. Students should reflect on the article by Murray and Palladino (2020) and their inventory of entrepreneurial capitals and the supporting theory cited commenting on their own level of competence for each of the 21 entrepreneurial characteristics and supporting their argument with examples and relevant theory. The word count will align with the guidance in the assessment handbook.
Assessment 3
N/A

(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 Portfolio	☐	☒	☒	☒	☐	70	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Report	☒	☐	☐	☐	☐	30	

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

Change Control

What	**When**	**Who**