



## Module Specification

Key Information			
Module title	Strategic Project in Entrepreneurship and Innovation		
Level	7	Credit value	30
Lead College	QMUL	Notional study hours and duration of course	300
Module lead author/ Subject matter expert	Dr Lutao Ning		
Module co-author(s)	None		
Notice to students	Before commencing study of this module, students are strongly advised to have completed the core modules and at least three optional modules within the Entrepreneurship specialism.		

### Rationale for the module

This module is a capstone project involving the development of business research skills and their application to real world business and accounting related problems. Core to the project is the requirement for students to acquire an underpinning in research methodology, applying research skills to the collection and analysis of data within a entrepreneurship related scenario. This will involve identifying and analysing data and information in relation to business and accounting challenges, researching alternative solutions, and applying a judgment based on assessment of the evidence.

### Aims of the module

The module provides an opportunity to demonstrate independent academic research skills and apply them in a professional context, which includes the requirement to present an analysis of, and potential solutions and recommendations to, an entrepreneurship-related issue in a business related context.

## Learning outcomes for the module

### A. Knowledge, Understanding and Cognitive Skills

By the end of this module learners will be able to:

1. Describe both the practical application and underlying philosophy of research methods within the business studies arena, with a specialist focus on the entrepreneurship sub-discipline
2. Identify appropriate research and enquiry techniques to assess entrepreneurial challenges within the wider business context
3. Synthesise and use information and knowledge effectively
4. Undertake, and communicate the results from, an independent piece of research work
5. Creatively deal with complex corporate problems in a professional capacity
6. Apply theoretical models to real world business solutions
7. Identify, evaluate, and critically appraise alternative solutions to finance problems

### B. Practical, Professional and Key Skills

By the end of this module learners will have developed:

1. Tangible work as evidence to themselves and existing/potential employers of capabilities relating to independent research and thinking
2. Research design skills (including development of data collection and analysis strategies)
3. Numeracy and quantitative skills applied to business management decisions
4. Critical self-reflection applied to business practice and experience
5. Complex problem-solving skills to support corporate decision making
6. Effective communication skills of complex solutions to business related decisions (including effective use of written presentation tools/reports)
7. Effective skills of the use of information technology
8. High personal effectiveness, applying critical self-awareness and personal resource management in the context of a diverse business environment

## Learning and Teaching Strategy and Methods

In addition to the core principles of the learning & teaching strategy and methods for this programme provided in the Programme Specification, Regulations and programme induction, the learning resources for this module are designed by a team supporting the module author with instructional design, learning technology and project management skills.

All students receive comprehensive learning materials in a variety of e-formats for use with different electronic devices. Online learning activities and formative assessments are a key feature of this framework and are linked to the online materials with a Student Progress Log illustrating the level of progress against learning outcomes and syllabus progress. Students can see their skills development through a 'Skills Portfolio', which evolves through the student's completion of formative and summative assessment.

Students will demonstrate their learning through a variety of activities. Moderated peer group exercises will help students demonstrate achievement of learning objectives from conceptual understanding to critical analysis. Students will demonstrate critical analysis skills through participation in discussions to review business models with which they were familiar and others of which they were unaware. Module tutors and programme Student Relationship Managers will be a useful resource for students looking for support with their online discussion and engagement.

Self-assessment exercises will provide students with the opportunity to gauge their learning against topic and module learning objectives as well as against confidence level in their own understanding. This will allow students to identify which content areas require further work on their part.

Learning materials are divided into topics of 10-12 hours of student effort to support student's time management and motivation for study. The learning content is a mixture of video, text, learning activities and formative assessments, with allocated time for preparation, revision and review relating to each item of summative assessment.

## Assessment strategy, assessment methods

### Pass Mark

The pass mark is 50% for each component of assessment at postgraduate level.

### Assessment Elements

#### Coursework and final assessment

There will be two items of coursework for this module. Each will contribute to the final assessment mark for this module as follows:

**Coursework Item 1** a research proposal of 2,000 words in length (maximum) outlining the research question and methods to be adopted in its investigation – 30% (deadline – week 9-12)

**Coursework Item 2** a development plan for a new business unit, product or service for an organisation of 8,000 words in length (maximum); the plan should build upon a critical review of the literature, utilise suitable research methods, and present strategic actions that aim to satisfy the research question proposed – 70% (deadline – week 22)

## Learning resources

### Learning materials

The learning resources for this module will be designed and developed by the Lead Author/Module Leader and incorporate the following:

- Short videos
- Learning activities
- Formative assessments
- Learning content

### E-resources

All students can access to the e-resources of the University of London which includes a wide range of accounting, finance and economics journals. Students will be directed to journals within each topic of study and given online resources to enhance their information literacy skills as part of the student induction.

### Core text(s)

The learning content will be drawn from two key texts (see below) and company/real-world financial information designed and developed by the module team. The materials will be made available to students in a variety of e-formats to enable access on a variety of devices. All students will gain access to the e-resources of the University of London which includes a wide range of accounting, law, finance, leadership and entrepreneurship journals. Students will be directed to journals and given online resources to enhance their information literacy skills as part of the student induction.

### Indicative text(s):

Blumberg, 2014, Business Research Methods (McGraw-Hill)

Curran J. and Blackburn R.A., 2001, Researching the Small Enterprise (Sage)

Carsrud A., 2014, Handbook of Research Methods and Applications in Entrepreneurship and Small Business (Edward Elgar)