

Developing an Entrepreneurial Opportunity

First Year Modules

The aim of this module is to provide a practice-based introduction to understanding and developing core entrepreneurial capabilities and awareness amongst first year business school students. Its focus will be on developing student's opportunity recognition abilities, team entrepreneurship skills and their analytical competences in designing and presenting feasible business opportunities.

Students on the module will be expected to develop their own business idea – developed through a series of lectures, workshops and consultation activities – that they will present to a panel of business people and academics. Students will also be anticipated to produce a summative feasibility plan for their business idea.

Learning Outcomes

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

- Understand the environment of the entrepreneur and the small business;
- Undertake the feasibility planning process and construct a feasibility study;
- Understand how to justify and implement such a study, both at the opportunity recognition and the study implementation stages;
- Develop a critical awareness of the importance of opportunity recognition processes involved in creating and developing business opportunities;
- Be able to integrate their awareness of important business knowledge, skills and abilities in functional areas (e.g. marketing, operations, finance)