

Programme Specification

Business Entrepreneurship (2020- 21)

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

Awarding Institution	University of Southampton
Teaching Institution	University of Southampton
Mode of Study	Full-time
Duration in years	3
Accreditation details	Association to Advance Collegiate Schools of Business (AACSB) Chartered Institute of Management Accountants (CIMA)
Final award	Bachelor of Science with Honours (BSc (Hons))
Name of Award	Business Entrepreneurship
Interim Exit awards	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE)
FHEQ level of final award	Level 6
UCAS code	N102
Programme Code	6049
QAA Subject Benchmark or other external reference	General Business And Management 2007
Programme Lead	David Baxter
Pathway Lead	

Programme Overview

Brief outline of the programme

This course is part of Southampton Business School's undergraduate management portfolio. The portfolio is a collection of dynamic and innovative programmes which seek to provide you with theoretical and practical insight into past, current and future business issues. The portfolio engages with contemporary global issues and provides you with the opportunity to develop your business skills to ensure you are well equipped to enter industry, and ultimately lead organisations in the future. The portfolio's programmes share a common year to introduce you to core skills, analytical techniques, theories and perspectives. You then have the flexibility to select one of our leading programmes and to specialise in subjects of your interest which will enable you to follow your chosen career path.

The Business Entrepreneurship programme encompasses the comprehensive education of the Business Management course, combined with a specialist focus on entrepreneurship and its wider role in the economy and society. The modules examine the broad fields of enterprise and entrepreneurship, from starting new ventures, through to entering new international markets. Due to the rapidly evolving nature of the economy, the programme mirrors the latest theoretical and practical developments. These include digital business models, innovation, international entrepreneurship and managing high-growth firms. Students also have the opportunity to study a range of optional modules relevant to entrepreneurship from other Schools within the University.

This programme is highly relevant for students considering developing their own enterprise, now or in the future, or who plan on a managerial career in a range of dynamic, entrepreneurial private and non-profit organisations. Due to the wide range of entrepreneurship topics studied, it will be suitable for those considering working in a variety of different market sectors. Students will be able to appreciate the diversity of entrepreneurship, potential barriers and enablers of success. The programme makes use of state of the art

theoretical frameworks and case studies, while being alert as to how they can be applied in a 'real world' setting. The range of bespoke and contemporarily relevant optional modules will assist students in developing and deepening their knowledge in areas which are relevant to their interests and future career plans. The option to take industry-orientated assessments created with businesses also provides the opportunity to see how theory connects to practice in real world environments, while gaining valuable experience. This is also complimented by professional support in obtaining internships and placements during the degree.

The programme is accredited by the Association to Advance Collegiate Schools of Business (AACSB), which is an internationally recognised award of excellence in business education.

Your contact hours will vary depending on your module/option choices. Full information about contact hours is provided in individual module profiles.

Learning and teaching

A range of teaching and learning methods will be utilised to ensure that the learning outcomes have been achieved. Learning activities will include:

- Lectures;
- Group assignments;
- Seminars;
- Case studies;
- Class debates and discussions;
- Private Study;
- Use of online materials;
- Assignments involving 'real world' organisations;
- Simulations.

Assessment

A range of assessment methods are used on this programme to enable you to demonstrate your achievement of the intended learning outcomes, including:

- Individual written examinations;
- Individual written assessments, including reports and essays;
- Group work exercises, presentations, web-based material and reports;
- Business simulations;
- Reflective reports.

Some of these assessments will be more orientated towards theoretical frameworks, while others will involve more practical exercises, working with real organisations. As a guide, it is aimed that written coursework will be returned within three working weeks.

Special Features of the programme

Some modules will involve visiting speakers, where possible, and the opportunity to complete assessment tasks which have been developed with businesses and other organisations.

Please note: As a research-led University, we undertake a continuous review of our programmes to ensure quality enhancement and to manage our resources. As a result, this programme may be revised during a student's period of registration; however, any revision will be balanced against the requirement that the student should receive the educational service expected. Please read our [Disclaimer](#) to see why, when and how changes may be made to a student's programme.

Programmes and major changes to programmes are approved through the University's [programme validation process](#) which is described in the University's [Quality handbook](#).

Educational Aims of the Programme

The aims of the programme are to:

- Provide you with a detailed understanding of the key concepts in business and entrepreneurship;
- Provide you with insight into how business and entrepreneurship theory operates in 'real world' contexts;
- Enable you to become aware of the diversity of the entrepreneurship field;
- Develop your understanding of the importance of entrepreneurial management in sustaining and enhancing organisations;
- Provide insight into how entrepreneurship varies in different organisational and geographical contexts;
- Raise awareness of the latest trends in entrepreneurship and business;
- Develop key business skills which are important in developing your career.

Graduate Attributes

Graduate Attributes are the personal qualities, skills and understanding you can develop during your studies. They include but extend beyond your knowledge of an academic discipline and its technical proficiencies. Graduate Attributes are important because they equip you for the challenge of contributing to your chosen profession and may enable you to take a leading role in shaping the society in which you live.

We offer you the opportunity to develop these attributes through your successful engagement with the learning and teaching of your programme and your active participation in University life. The skills, knowledge and personal qualities that underpin the Graduate Attributes are supported by your discipline. As such, each attribute is enriched, made distinct and expressed through the variety of learning experiences you will experience. Your development of Graduate Attributes presumes basic competencies on entry to the University.

The following table shows the mapping between the University's Graduate Attributes, and a key subset of the core and compulsory modules that form the degree programme.

Programme Learning Outcomes

Knowledge and Understanding

On successful completion of this programme you will have knowledge and understanding of:

- A1. Key theoretical and contemporary issues surrounding business and entrepreneurship;
- A2. Generic entrepreneurship and business issues which can be applied to real world contexts;
- A3. Knowledge and critical understanding of investigative techniques in business research with an appreciation of entrepreneurial contexts;
- A4. The research process and how to undertake an independent and rigorous study;
- A5. The processes and practices associated with entrepreneurship.

Teaching and Learning Methods

You will gain understanding and knowledge of business and entrepreneurship concepts. This will include how to manage the entrepreneurial process and the complexities which affect business formation and growth. A1 and A5 will be achieved through a series of lectures and case studies, while A2, A3 and A5 will be met through discussions, simulations, seminars, private study, individual and group exercises. Some of these exercises will involve working with real organisations, to also achieve A2. To accommodate different student learning styles, a variety of learning and teaching methods will be used. A placement option is also available to develop extra skills and experience orientated around employability, which will also contribute to achieving A2. A4 will be achieved through a mixture of online multimedia material, seminars and principally an individual dissertation project.

Assessment Methods

Knowledge and understanding, strategies, concepts and management practices are assessed in each module. A1- A3 will be assessed through a combination of coursework, presentations, and examinations. Some modules have a group work element where marks are awarded as a group, but the larger percentage, or the entirety of a module, will be assessed by an individual's work. A4 is assessed primarily through an individual research project. Feedback is also provided throughout the programme based upon student contribution to activities through practical exercises and discussions in class.

Subject Specific Intellectual and Research Skills

On successful completion of this programme you will be able to:

- B1. Understand entrepreneurship as a process which enables a diverse range of organisations to develop economic and social value;
- B2. Demonstrate knowledge and understanding of the theories, concepts, tools and techniques in business with a particular focus on entrepreneurial activity;
- B3. Critically assess the challenges of developing new products, customer relationships, services and processes;
- B4. Apply analytical tools and techniques associated with business and innovation.
- B5. Understand how business management concepts are applicable in an international business environment;
- B6. Demonstrate knowledge and understanding of ethical, responsible and sustainable practices.

Teaching and Learning Methods

You will gain understanding and knowledge of business and entrepreneurship concepts, how to identify opportunities and how to create value through the development of entrepreneurial ventures. B1 will be achieved through a series of lectures, discussions, seminars and private study. B2 will be met through seminars, private study, and group exercises. B3 and B4 will be met through seminars and group exercises in addition to exercises that will involve working with real organisations. To accommodate different student learning styles, a variety of learning and teaching methods will be used.

You will learn to conduct independent research through a dedicated module on research methods and your work on a dissertation. This project which is undertaken in the third year will enable you to explore a business problem in the field of entrepreneurship. This is an extended, independent project and involves the delivery of a 10,000 word dissertation. You are required to identify a suitable topic; design and undertake an appropriate investigation plan; identify and access sources of relevant information; plan and manage the delivery of the project; liaise with the dedicated supervisor; and write a well-presented dissertation. This will assess B1-B4.

Assessment Methods

Your ability to apply the intellectual and research skills that you have learnt is assessed by coursework or examination. B1-B4 will be assessed by a mix of examinations, presentations, simulations, essays and reports. You will receive feedback on your progress throughout the programme based upon your contribution to in-class activities and formative exercises. The dissertation is designed to test your ability to create an independent study under your own initiative and to demonstrate that you understand a particular issue in the business and entrepreneurship field. This important assessment addresses B2-B4. A supervisor will be assigned to assist you in approaching your dissertation, but it is your responsibility to manage and undertake the work.

Transferable and Generic Skills

On successful completion of this programme you will be able to:

- C1. Collect and critically evaluate qualitative and quantitative information;
- C2. Communicate ideas and arguments fluently and effectively in a variety of written and spoken formats;
- C3. Work effectively as an individual or in groups and recognise problems associated with group working;
- C4. Use library and other resources effectively, and apply bibliographical skills.

Teaching and Learning Methods

Most modules develop some combination of the above skills through lectures, individual and group practical exercises, workshops, case studies or reading. C1 will be addressed primarily through individual statistics coursework and the dissertation, in addition to in-class tasks where students will work with case study material which consists of different sources of data, as part of formative exercises. C2 and C3 learning outcomes will be achieved through individual and group exercises. This may include report writing, essays, presentations, or simulations. C4 will be met through the production of written group or individual work for summative assessment.

Assessment Methods

Some modules will involve an assessed presentation and group work, where students can demonstrate the above skills (C2-C4). Most modules require a written report and the award of BSc (Hons) requires a 10,000 word dissertation (C1-C4). Many modules and the dissertation will require the use of library resources.

Programme Structure

The programme structure table is below:

Information about pre and co-requisites is included in individual module profiles.

Where optional modules have been specified, the following is an indicative list of available optional modules, which are subject to change each academic year. Please note in some instances modules have limited spaces available.

Pathway

Part I
Typical course content

This course structure is consistent with other undergraduate programmes in the pathway portfolio. You will study eight modules in each year of the degree, divided equally between the semesters. In Part 1, you will study a common year, to provide you with a basic overview of analytical techniques, skills, theory and knowledge relevant to a business degree. In Part 2, you will be able to choose two optional modules each semester to provide you with flexibility in your study. The remaining 4 modules will include 3 compulsory models which focus on business and entrepreneurship. The fourth is a core module which focusses on research methods to prepare you for the dissertation. In the final year of the programme, you will submit a double-weighted project that gives you scope for investigating in depth, an entrepreneurship topic of your interest. This covers one compulsory module in the first semester and one compulsory in the second. This

final year provides more of a specific focus on the pathway topic, and subsequently, there is only one optional module per semester. Two compulsory modules in each semester focus on entrepreneurship based topics.

There is also the opportunity for you to choose modules from the University's Curriculum Innovation initiative, where you can undertake some interdisciplinary modules from other Faculties and Schools. You also have the opportunity to choose selected options from other Schools, which are relevant to the degree programme, subject to availability.

The information in this programme specification may change in minor ways from year to year; it is accurate at the time of writing. Some of these modules are subject to pre-requisites and exclusions that, for brevity, are not given here.

The module requirements for each programme are shown for each Part below; modules are either core (must be taken and passed), compulsory (must be taken), or optional (may be taken).

Information about pre and co-requisites is included in individual module profiles.

Programme details

Part 1

In your first year (Part1), you will take 60 ECTS/120 CATS at FHEQ Level 4, 30 ECTS/60 CATS in each semester as shown below. Note that six of the Part 1 modules are core and must be passed in order to progress whilst MANG1001 Financial Accounting 1 and MANG1017 Key Skills for Business are compulsory.

Part I Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
MANG1025	Financial Accounting 1 for Business Students	7.5	Compulsory

Part I Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG1017	Key Skills for Business	7.5	Compulsory

Part I Core (must take and pass) Semester 1

Student with A level Maths or confident in Maths should take MANG1019 Foundations of Business Analytics.

Student without A level Maths should take MANG1007 Management Analysis.

Code	Module Title	ECTS	Type
MANG1020	Ideas that Shaped the Business World 1: Government and Society	7.5	Core
MANG1003	Introduction to Management	7.5	Core
MANG1019	Foundations of Business Analytics	7.5	Optional/Core
MANG1007	Management Analysis	7.5	Optional/Core

Part I Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG1021	Ideas that Shaped the Business World 2: Markets and Consumers	7.5	Core
MANG1002	Management Accounting 1	7.5	Core
MANG1022	Technologies that shaped the Business World: Digital Age	7.5	Core

Part II

Part 2

In your second year, you will take 60 ECTS/120 CATS at FHEQ Level 5, 30 ECTS/60 CATS in each semester. Three modules in Part 2 are compulsory 22.5 ECTS/45 CATS and one is core 7.5 ECTS/15 CATS.

Part II Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
ENTR2001	Entrepreneurial Management	7.5	Compulsory
MANG2061	Organisational Effectiveness	7.5	Compulsory

Part II Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
ENTR2004	Innovation, Technology and the Environment	7.5	Compulsory

Part II Core (must take and pass) Semester 2

Code	Module Title	ECTS	Type
MANG2064	Business Research	7.5	Core

Part II Optional - Semester 1

You must choose 15 ECTS/30 CATS from the following list of modules. As part of this you can also choose to take 7.5 ECTS/15 CATS in a Language (LANGXXXX) or a Curriculum Innovation module (UOSM2XXX) in each semester.

No more than 15 ECTS across the year can be taken as level 4 modules.

Code	Module Title	ECTS	Type
MANG2058	Digital Business Models	7.5	Optional
MANG2073	Digital Marketing for Business	7.5	Optional
MANG2003	Financial Accounting 2	7.5	Optional

Part II Optional - Semester 2

You must choose 15 ECTS/30 CATS from the following list of modules. As part of this you can also choose to take 7.5 ECTS/15 CATS in a Language (LANGXXXX) or a Curriculum Innovation module (UOSM2XXX) in each semester.

No more than 15 ECTS across the year can be taken as level 4 modules.

Code	Module Title	ECTS	Type
MANG2077	Crisis Management	7.5	Optional
MANG2069	Making Successful Decisions	7.5	Optional
MANG2005	Management Accounting 2	7.5	Optional
MANG2021	Operations Management	7.5	Optional
MANG2057	Philosophy of Management and Organisations	7.5	Optional
MANG2066	Principles of Audit and Taxation	7.5	Optional

Part III

Part 3

A compulsory dissertation module runs across Semester 1 and 2 15 ECTS/30 CATS. You will also take 30 ECTS/60 CATS of compulsory modules in Part 3. In addition, you will be able to select 15 ECTS (30 CATS) of optional modules in the final year.

You can choose to take 7.5 ECTS/15 CATS in a Language (LANGXXXX) or a Curriculum Innovation module (UOSM2XXX) in each semester.

Part III Compulsory (must take) Full Year

Code	Module Title	ECTS	Type
MANG3025	Dissertation	15	Compulsory

Part III Compulsory (must take) Semester 1

Code	Module Title	ECTS	Type
ENTR3005	International Entrepreneurship	7.5	Compulsory
MANG3046	Managing Innovation	7.5	Compulsory

Part III Compulsory (must take) Semester 2

Code	Module Title	ECTS	Type
MANG3066	Managing High-Growth Businesses	7.5	Compulsory
ENTR3002	New Venture Development	7.5	Compulsory

Part III Optional - Semester 1

You must choose 7.5ECTS/15CATS from the following list of modules. As part of this you can also choose to take 7.5 ECTS/15 CATS in a Language (LANGXXXX) or a Curriculum Innovation module (UOSM2XXX) in each semester.

Code	Module Title	ECTS	Type
MANG3054	Marketing in the Digital Age	7.5	Optional
MANG3008	Strategic Management	7.5	Optional
MANG3072	Technological Innovation	7.5	Optional

Part III Optional - Semester 2

You must choose 7.5ECTS/15CATS from the following list of modules. As part of this you can also choose to take 7.5 ECTS/15 CATS in a Language (LANGXXXX) or a Curriculum Innovation module (UOSM2XXX) in each semester.

Code	Module Title	ECTS	Type
MANG3029	Corporate Social Responsibility and Sustainable Business	7.5	Optional
MANG3034	Project Management	7.5	Optional
MANG3078	Strategic Operations Management	7.5	Optional

Progression Requirements

The programme follows the University's regulations for [*Progression, Determination and Classification of Results : Undergraduate and Integrated Masters Programmes*](#) or [*Progression, Determination and Classification of Results: Postgraduate Master's Programmes*](#). Any exemptions or variations to the University regulations, approved by AQSC are located in [*section VI of the University Calendar*](#).

Support for student learning

There are facilities and services to support your learning some of which are accessible to students across the University and some of which will be geared more particularly to students in your particular Faculty or discipline area.

The University provides:

- library resources, including e-books, on-line journals and databases, which are comprehensive and up-to-date; together with assistance from Library staff to enable you to make the best use of these resources
- high speed access to online electronic learning resources on the Internet from dedicated PC Workstations onsite and from your own devices; laptops, smartphones and tablet PCs via the Eduroam wireless network. There is a wide range of application software available from the Student Public Workstations.
- computer accounts which will connect you to a number of learning technologies for example, the Blackboard virtual learning environment (which facilitates online learning and access to specific learning resources)
- standard ICT tools such as Email, secure filestore and calendars.
- access to key information through the MySouthampton Student Mobile Portal which delivers timetables, Module information, Locations, Tutor details, Library account, bus timetables etc. while you are on the move.
- IT support through a comprehensive website, telephone and online ticketed support and a dedicated helpdesk in the Hartley Library.

- Enabling Services offering support services and resources via a triage model to access crisis management, mental health support and counselling. Support includes daily Drop In at Highfield campus at 13.00 – 15.00 (Monday, Wednesday and Friday out of term-time) or via on-line chat on weekdays from 14.00 – 16.00. Arrangements can also be made for meetings via Skype.
- assessment and support (including specialist IT support) facilities if you have a disability, long term health problem or Specific Learning Difficulty (e.g. dyslexia)
- the Student Services Centre (SSC) to assist you with a range of general enquiries including financial matters, accommodation, exams, graduation, student visas, ID cards
- Career and Employability services, advising on job search, applications, interviews, paid work, volunteering and internship opportunities and getting the most out of your extra-curricular activities alongside your degree programme when writing your CV.
- Other support that includes health services (GPs), chaplaincy (for all faiths) and 'out of hours' support for students in Halls and in the local community (18.00-08.00).
- A Centre for Language Study, providing assistance in the development of English language and study skills for non-native speakers.

The Students' Union provides

- an academic student representation system, consisting of Course Representatives, Academic Presidents, Faculty Officers and the Vice-President Education; SUSU provides training and support for all these representatives, whose role is to represent students' views to the University.
- opportunities for extracurricular activities and volunteering
- an Advice Centre offering free and confidential advice including support if you need to make an academic appeal
- Support for student peer-to-peer groups, such as Nightline.

Methods for evaluating the quality of teaching and learning

You will have the opportunity to have your say on the quality of the programme in the following ways:

- Completing student evaluation questionnaires for each module of the programme.
- Acting as a student representative on various committees, e.g. Staff/Student Liaison Committees, School Programmes Committee OR providing comments to your student representative to feedback on your behalf.
- Serving as a student representative on Faculty Scrutiny Groups for programme validation.
- Taking part in programme validation meetings by joining a panel of students to meet with the Faculty Scrutiny Group.

Further details on the University's quality assurance processes are given in the [Quality handbook](#).

Career Opportunities

Students will have access to a wide range of future career opportunities in different industry sectors, due to the programme's structure which focusses on core business subjects, in addition to the entrepreneurship focus. It is expected that students will find employment in private, public and third sector organisations, due to the variety of topics studied. The focus on entrepreneurship will ensure that students will be well placed to work in dynamic organisations which demonstrate entrepreneurial behaviour. Students who are seeking to develop their own venture after graduating will also find this course invaluable. Careers in the service and manufacturing sectors, engineering, consultancy and digital businesses are a possibility, and graduates would also be suited to working in entrepreneurial, high-growth firms.

External Examiner(s) for the programme

Name: Dr Tahiru Liedong - University of Bath

Students must not contact External Examiner(s) directly, and external examiners have been advised to refer any such communications back to the University. Students should raise any general queries about the assessment and examination process for the programme with their Course Representative, for consideration through Staff:

Student Liaison Committee in the first instance, and Student representatives on Staff: Student Liaison Committees will have the opportunity to consider external examiners' reports as part of the University's quality assurance process.

External examiners do not have a direct role in determining results for individual students, and students wishing to discuss their own performance in assessment should contact their Personal Academic Tutor in the first instance.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided. More detailed information can be found in the programme handbook.

Appendix 1:

Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme also have to pay for:

Additional Costs

Type	Details
Other	<p>Students are responsible for meeting the cost of essential textbooks, and of producing such essays, assignments, laboratory reports and dissertations as are required to fulfil the academic requirements for each programme of study. In addition to this, students registered for this programme typically also have to pay for: [insert relevant bullet points from the following list]:</p> <ul style="list-style-type: none"> - Books and Stationery Equipment (such as Lab equipment, Field Equipment, Art equipment, Recording Equipment, stethoscopes, fob watch, Excavation equipment, Approved Calculators) - Software Licenses - Printing and Photocopying Costs (such as Printing coursework for submission, Printing and binding dissertations or theses, Academic Poster (A1) printing). - Parking costs (including on placements at hospitals) - Replacing lost student ID cards - Costs of attending a graduation ceremony (e.g. hiring a gown for graduation). <p>In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at http://www.calendar.soton.ac.uk/</p>

In some cases you'll be able to choose modules (which may have different costs associated with that module) which will change the overall cost of a programme to you. Details of such costs will be listed in the Module Profile. Please also ensure you read the section on additional costs in the University's Fees, Charges and Expenses Regulations in the University Calendar available at www.calendar.soton.ac.uk.