

Module code: MOD007196	Version: 5 Date Amended: 13/Oct/2025
-------------------------------	--

1. Module Title
The Entrepreneurial Journey

2a. Module Leader
Asma Rezaei

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Entrepreneurs are people who identify and exploit opportunities for new products, marketing or processes to generate economic and social value. Entrepreneurship is not just about new venture creation, it involves using creative or innovative ideas to recognise and develop solutions. You'll work as part of a team over 3 rounds of activity (such as gamification, experiential learning and simulation) to focus on the identification of an opportunity, the creation of a product or service and pitching a concept to work as part of the team to develop your skills and collaborate with organisations and guest speakers.

6b. Outline Content

Students will focus on the identification of an opportunity, the creation of a product or service, and pitching a concept. Activities based on real-life work will include collaborating with organisations as part of a life brief and communicating their work to a wider audience. In addition to entrepreneurial characteristics, this module supports students to develop their emotional learning skills by requiring them to practice managing their emotions and reflecting on their emotional experiences as part of their learning journey through the assessment. This module also supports the development of students' social learning skills by requiring them to engage in 'being' entrepreneurial and engage in social and collaborative learning whilst working on module activities. Finally, students will develop their creative learning skills by taking risks, being original and autonomous in their assessment

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

LEGO, active learning materials for prototyping, access to organisations and their resources for the gameplay.

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Recognise an entrepreneurial opportunity and define an offer;
2	Knowledge and Understanding	Understand what it means to take risks, fail and learn from errors;
3	Knowledge and Understanding	Prepare and deliver the components of a pitch for an entrepreneurial offer;
4	Intellectual, practical, affective and transferrable skills	Learn how to act entrepreneurially by using creative or innovative ideas to recognise and develop solutions;
5	Intellectual, practical, affective and transferrable skills	Demonstrate personal and team development throughout the learning period in relation to entrepreneurial characteristics as defined by the QAA's Guidance for Enterprise and Entrepreneurship Education.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1,2,4	Online Accessible Rich Media Materials (Lecture, Webinars, Podcasts, Videos, Social Media) – 2 hour per week Includes 2 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours
Other teacher managed learning	48	1-5	Workshops - 4 hours per week (including 1 hour group work) in Weeks 1-5, 7-8, 10-11. In addition, there will be a number of assessment rounds: Round 1 – 4 hours in Week 6; Round 2 – 4 hours in Week 9; Round 3 – 4 hours in Week 12. Showcase Presentation & Awards – 1 hour in Week 12
Student managed learning	228	1,3,4	Independent reading, study and analysis as directed by activities on Canvas Including time spent on online community (e.g. canvas) which will be moderated weekly or about 60 minutes per week by module leader)
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-5	100 (%)	Fine Grade	30 (%)
Two components - Group presentation and Live brief group presentation					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Group presentation - recorded video - week 11 - mainly covering all aspects of business model Canvas - 2500 word equiv	Canvas	50 (%)	All
010/2	Live brief group presentation - recorded video - after Easter - 2500 word equiv	Canvas	50 (%)	

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*). In addition, students are required to: (a) achieve the qualifying mark for each element of fine graded assessment as specified above (b) pass any pass/fail elements [* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]
