

Module code: MOD007666	Version: 5 Date Amended: 19/Jan/2026
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1. Module Title
Entrepreneurial Action

2a. Module Leader
Ekene Okwechime

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

3b. Module Type
Project or dissertation (fine graded)

4a. Credits
60

4b. Study Hours
600

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

In this module, you'll undertake a project focused on understanding and supporting entrepreneurial action in practice. This could be an applied/engaged research project, an enterprise consultancy project which addresses an opportunity or challenge faced by an entrepreneurial organisation or researching and developing a new business proposition or idea. This project needs to provide the opportunity to understand, and manage how to move from opportunity to idea to action and could relate to your study or employability interests and/or current interests within the entrepreneurial management field.

You'll work on key concepts/frameworks and issues within entrepreneurial management to stimulate thinking around trends and drivers creating opportunities for entrepreneurial management, as well as researching entrepreneurial opportunities and entrepreneurial action.

In undertaking the project, you'll develop the case for why your chosen opportunity or idea is worthy of consideration as a project, particularly in terms of its value to the appropriate community of practice, develop a project plan, acquire the appropriate resources and internal and external support to develop and deliver the project, manage the project in terms of moving from idea to action and reflect on the development of the project against key themes related to being enterprising, the role of the individual in moving an idea from concept to action; and the influence of the entrepreneurial task environment.

Successful completion of this module by students registered on the Masters in Business Administration, Masters in Business Administration (with placement), MBA Entrepreneurship or MBA Entrepreneurship (with placement) provides exemption from the Chartered Management Institute's units 712 Strategic Management Project and 713 Applied Research for Strategic Leaders.

6b. Outline Content

The outline content will be appropriate to the topic and field of enquiry selected.

Key cross-cutting themes will relate to:

- Entrepreneurial opportunity
- Entrepreneurial posture and action
- Enabler and disablers of entrepreneurial behaviour
- Relevance of theory to practice
- Personal growth and development
- Researching entrepreneurial management.

Liaison with the relevant supervisor and/or tutor(s) will provide further detail as to the resources available and the student managed learning to be undertaken.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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	Assess entrepreneurial opportunities and practices from the perspective of different communities of practice in order to develop a case for why an issue is worthy of investigation;
2	Knowledge and Understanding	Identify, select and justify the use of appropriate research techniques, methods and development strategies;
3	Knowledge and Understanding	Articulate a rationale for the case;
4	Intellectual, practical, affective and transferrable skills	Critically justify and rigorously apply appropriate methodologies, techniques and practical strategies, being sensitive to the context;
5	Intellectual, practical, affective and transferrable skills	Critically reflect upon their own experiences of undertaking a major project and how this compares to theories and concepts in the academic and grey literature;
6	Intellectual, practical, affective and transferrable skills	Present arguments or conclusions clearly, in an appropriate form to the intended audience.

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	0	N/A	N/A
Other teacher managed learning	30	1-6	6 x 3 hour online lectures/webinars related to key concepts and frameworks. This will be supported by at least 12 hours of individual supervision on research methods. The specific details of the online/blended supervision will be agreed between the students and the supervisor in advance at the start of the module.
Student managed learning	570	1-6	Wide range of online activities as agreed between the student and supervisor and entrepreneurial organisation if relevant as appropriate to the task.
TOTAL:	600		

9. Assessment for the above Module Occurrence					
The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	100 (%)	Fine Grade	40 (%)
Individual written action research project report 10,000 words, and oral video presentation 10 minutes / 2,000 words equivalent					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Individual written action research project report (10000 words)	Canvas	80 (%)	All
010/2	A 10-minute oral video presentation reflecting on learning (equivalent to 2000 words)	Canvas	20 (%)	

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	0 (%)	Pass/Fail	100 (%)
Ethics application					

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]