

Students in Public exemplar details

Faculty, School and Subject Area: Humanities, Alliance Manchester Business School, Manchester Enterprise Centre

Course Unit/activity: UCIL24002, The Art of Enterprise

Course Unit Director/activity leader: Lynn Sheppard

What is the assignment/knowledge product? The summative assignment is a structured report on a chosen company addressing the tensions between 'entrepreneurial working' and 'managerial working'. They utilise Rae's entrepreneurial management model to structure the evaluation and to highlight the importance of connecting and integrating the two themes of working in order to create value for the organisation.

Why was it introduced? The unit was developed to appeal to students from any subject discipline and to practically demonstrate how organisations, both large and small, create value through the recognition of good ideas; and how a good idea can evolve and ultimately be transformed into an opportunity. The '*art of being enterprising*' is being able to turn ideas into innovations - to make it really happen and to effect change.

The unit looks at this from a range of different perspectives (history, nature, art and music) to enable us to think in a more creative way; to better understand the problems and the challenges that are faced; and highlight the importance of creativity and opportunity spotting across all business areas both for profit and not for profit.

By the end of the unit students are able to appreciate the nature of creating value with innovative approaches to business thinking and practices; supporting their future employability.

Where is/could it be published? N/A

What are the challenges (e.g. copyright)? The work is a critical analysis of a company and in 2015/16 two students were Highly Commended in the Business category of the highly regarded Undergraduate Awards – one of the students chose to analyse Uber and the other L'Oreal.

What are the student perceptions/responses/attainment? Student response to the unit has been very positive and student numbers have increased each year – in 2016/17 100 students are registered on the unit.

Student comments have included:

- "The course has been enjoyable – completely different to my degree so has widened my knowledge."
- "I have found this module incredibly useful as I have never had any business classes within my education. I have found the classes varied and engaging and the content manageable and memorable."
- "This is genuinely the best module I have taken in my three years at the university."

If published, how do you monitor use of the resource/s? N/A

Any other comments:

The Art of Enterprise

Unit code	UCOL24002
Credit rating	10
Unit level	Level 2
Teaching period(s)	Semester 2
Offered by	Alliance Manchester Business School
Available as a free choice unit?	Yes

Overview

The 'art of being enterprising' is being able to turn ideas into innovations - to make it really happen and to effect change. This unit looks at how organisations, both large and small, create value through the recognition of good ideas and how a good idea can evolve and ultimately be transformed into an opportunity which an organisation can create value from. The unit looks at this from a range of different areas (history, nature, art and music) to enable us to think in a more creative way; to better understand the problems and the challenges that are faced; and highlighting the importance of creativity and opportunity spotting across all business areas.

The unit is delivered as a series of lectures and includes a number of invited speakers. By the end of the unit you will be able to appreciate the nature of creating value with innovative approaches to business thinking and practices. The unit will expand your appreciation of the working environment whilst developing the practical skills that employers are demanding.

This unit forms part of the Manchester Enterprise Award.

Aims

The unit aims to practically demonstrate how organisations, both large and small, create value through the recognition of good ideas.

Students from any discipline will learn what defines a good idea, where ideas originate from and how a good idea can evolve and ultimately be transformed into an opportunity which either an entrepreneur or organisation can create value from.

The focus of the unit will be on the challenges that organisations and enterprising individuals, both in the profit and not for profit sectors, face in this time of economic uncertainty. The unit will take the perspective from a range of different industries to stimulate the students to think in a more creative way; to better understand the problems and the challenges that are faced in our everyday existence; highlighting the importance of creativity and opportunity spotting across all business areas.

By the end of the unit students will be able to appreciate the nature of creating value with innovative approaches to business thinking and practices.

Learning outcomes

- Appreciate the process of idea generation, evaluation and creating value for both entrepreneurs and organisations
- Recognise the variety of internal and external forces impacting on businesses today both in the profit and not for profit sectors
- Appreciate key business and management concepts
- Critically evaluate the role creativity has within an organisation
- Review the relationship between creativity, innovation, management and entrepreneurship
- Critically evaluate the role creativity and its models play in the value creation process
- Identify and extract relevant information
- Demonstrate analytical and critical skills by applying concepts methods and concepts
- Demonstrate written and oral presentation and communication skills
- Develop the ability to frame and solve problems and think creatively
- Demonstrate teamwork skills and work constructively in groups
- Communicate in an effective manner
- Develop commercial awareness
- Utilise problem-solving skills
- Develop and apply research skills

Assessment methods

Method	Weight
Report	100%