



Leadership and Entrepreneurship (Credit)

School & College	College of Humanities & Social Science Centre for Open Learning
Subject Area	Social Science/Business
SCF Credit Level	SCQF Level 8 (Year 1 Undergraduate)
Credits	20 SCQF/10 ECTS/4 US
Course pre-requisite	1 year of undergraduate study
Language Requirements	IELTS 6.5 (with a minimum of 5.5 in each component)

Course Summary

Begin your start-up journey with an overview of entrepreneurship theory and practice. The course explores entrepreneurship as an integration of practical skills and theoretical insights.

Course Description

This course explores the link between entrepreneurial theory and practice. It offers an introduction to some of the key areas of entrepreneurship research, and illustrates these theoretical insights with cases from a wide range of industries, sectors and countries.

Students will learn to reflect on the multifaceted nature of entrepreneurship and strengthen their critical thinking skills through discussion and practical exercises, including the development of a start-up business model. The combination of theory, methodology and practice will help students understand the challenges of entrepreneurship in the real world, achieving a complete view of this phenomenon and its different facets.

In the first part of the course, students will explore the foundations of entrepreneurship, including definitions of entrepreneurship, characteristics of entrepreneurs, entrepreneurial networks and the context in which they operate. It will also introduce fundamental concepts, such as the entrepreneurial ecosystem and the digital ecosystem.

The second part focuses on start-up planning and will introduce methodological tools such as the Business Model Canvas.

The third part will cover entrepreneurial finance, and the fourth part will provide an overview of processes occurring beyond the start-up phase, such as entrepreneurial growth, exit and entrepreneurship policy.

Syllabus

Part one:

Session 1 Introduction to the course. Why entrepreneurship matters.

Session 2 Entrepreneurship: personality trait, process or method?

Session 3 Exploring what makes an entrepreneur

Session 4 Emotions and entrepreneurship

Session 5 Entrepreneurial networks

Session 6 Entrepreneurial context and characteristics

Session 7 Entrepreneurial ecosystems

Session 8 Digital ecosystems

Part two:

Session 9 Planning new venture creation: from the idea to the start-up proposition

Session 10 Start-up planning pathways

Session 11 Start-up feasibility planning I: the Business Model Canvas

Session 12 Start-up feasibility planning II: applications of the Business Model Canvas

Session 13 Start-up feasibility planning III: identity, ideas, teams and competition

Part three:

Session 14 Entrepreneurial finance I

Session 15 Entrepreneurial finance II

Part four:

Session 16 Entrepreneurial growth

Session 17 Entrepreneurial exit

Session 18 Entrepreneurial policy

Session 19 Summary and conclusion

Course Format and Teaching Method

The course will be offered using a hybrid teaching model, using a combination of on-campus teaching and digital elements that allow students to take the course either based physically in Edinburgh, or remotely from home.

Through lectures and tutorials which connect theory and practice, the students will develop a holistic view of entrepreneurship. They will learn to use the Business Model Canvas as an effective methodology to build their start-up propositions. This model allows students to contextualise the start-up journey within a broader context, identifying other factors influencing the development and survival of a start-up. The tutorials will provide an opportunity for students to work in groups and learn from their peers.

Learning Outcomes

On completion of this course, students will be able to:

- distinguish the different dimensions of the entrepreneurship phenomenon;
- explain basic concepts of entrepreneurship and their practical implications;
- apply the Business Canvas Model to develop a start-up proposition;
- critically evaluate the feasibility of a start-up proposition.

Assessment Method

- 2500-word essay (100%)

In preparation of the final essay, students will be encouraged to submit an essay plan of up to 750 words on which feedback will be provided.

Reading

Essential Reading:

- Greene, F. J., 2020. *Entrepreneurship Theory and Practice*. London: Macmillan Education.

Recommended Reading:

- Barringer, B.R., 2019. *Entrepreneurship: Successfully Launching New Ventures*. 6th ed. Harlow: Pearson Education.
- Osterwalder, A., and Pigneur, Y., 2010. *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, NJ: John Wiley & Sons.
- Osterwalder, A., Pigneur, Y., Bernarda, G., and Smith, A., 2014. *Value Proposition Design: How to Create Products and Services Customers Want*. Hoboken, NJ: John Wiley & Sons.