Masood Entrepreneurship Centre

Enterprise and Entrepreneurship Elective Units

Available for all undergraduate and postgraduate students
Masood Entrepreneurship Centre (MEC) is an integral part of the University’s commitment to embedding enterprise and entrepreneurship teaching and learning within the curriculum. Enterprise and entrepreneurship skills are increasingly important and so is the University’s desire to provide as many opportunities as possible for you to gain valuable experience that will help you secure the job you want or even set-up your own business.

We build your understanding of how your core discipline knowledge can be applied in an enterprising context – providing you with the ability to recognise commercial opportunities and the insight, confidence, knowledge and skills to act upon them.

Across the year, there is also a range of extra-curricular activities including competitions, conferences, workshops and start-up support programmes for students with ideas.
Enterprise and entrepreneurship elective units available for undergraduate and postgraduate students in Schools across the University

MEC elective units are for students from any subject background and enable you to apply your subject knowledge in a commercial context - our units do not require prior study or experience in this area. Enterprise is also not just about starting your own business - it is about identifying opportunities, creating ideas and turning those ideas into working innovations.

How will enterprise and entrepreneurship skills help me?

Studying one of the enterprise and entrepreneurship units will give your CV and employability a huge boost. You will gain an understanding of how businesses work, learn how to apply innovative thinking in your area of expertise, develop your capability to succeed in the face of uncertainty and respond to challenges in many different situations. This will give you an advantage whether you want to get a job with an existing employer or go it alone and set up your own business.

People with these skills are vital in supporting global economic growth. A good degree and well-written job application may secure you an interview, but to get the job you need to show that you can make a difference.

What will I learn?

Our taught units complement your specialist subject knowledge by embedding innovative business enterprise thinking into your education. We give you the opportunity to practise enterprise and entrepreneurship skills in a safe, supportive environment in order to give you the best possible learning experience. You will experience real business situations that provide a range of transferable skills, enabling you to make a positive impact in your career right from the start.

- Gain knowledge about how business operates - both in the commercial and the ‘not for profit’ area.
- Discover how ideas are generated, analysed and developed into products and services.
- Experience complex, real-world situations that will enable you to explore different ways of solving a problem.
- Develop the ability to break down large problems and tackle key issues whilst monitoring the overall aims and objectives of a project.
- Build the initiative, ambition and confidence to start up your own venture, or to innovate within an existing organisation.
- Appreciate the different ways in which you can add value to the world by actively addressing problems and issues that matter to you.
- Develop the confidence to work in areas where there are no right or wrong answers - just answers...
Taught Units

There are a wide range of taught units available for students at all levels – please contact the Centre if you would like to discuss these options in more detail.

Undergraduate units - Open elective options

<table>
<thead>
<tr>
<th>Unit code</th>
<th>Unit title</th>
<th>Semester</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCEL10001</td>
<td>Exploring Enterprise</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>MCEL10002</td>
<td>Entrepreneurial Skills</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>UCIL21331</td>
<td>Developing an Entrepreneurial Mind-set</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>UCIL22001/2</td>
<td>Essential Enterprise</td>
<td>1/2</td>
<td>10</td>
</tr>
<tr>
<td>UCIL24002</td>
<td>Entrepreneur: Innovator and Risk Taker</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30001/2</td>
<td>Tools and Techniques for Enterprise</td>
<td>1/2</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30011/2</td>
<td>Advanced Technology Enterprise</td>
<td>1/2</td>
<td>10/15</td>
</tr>
<tr>
<td>MCEL30052</td>
<td>Enterprise Feasibility</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30051/40031</td>
<td>Enterprise Strategy and Marketing</td>
<td>1/2</td>
<td>10/15</td>
</tr>
<tr>
<td>MCEL30111</td>
<td>Developing Business Ideas</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30022</td>
<td>Interdisciplinary Sustainable Development</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>BMAN31212</td>
<td>Investment Economics &amp; Innovation</td>
<td>2</td>
<td>10</td>
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Undergraduate units - School specific options

<table>
<thead>
<tr>
<th>Unit code</th>
<th>Unit title</th>
<th>Semester</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCEL30102 - EEE</td>
<td>Commercial Technology Development</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30031 - CS</td>
<td>Enterprise Management for Computer Scientists</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>MCEL30032 - CS</td>
<td>Managing Finance in Enterprise for Computer Scientists</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>MCEL40042 - CS</td>
<td>Business Feasibility Study</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>MCEL40011 - EEE</td>
<td>Advanced Technology Enterprise</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>BIOL31080 - SBS</td>
<td>Life Sciences Enterprise Project</td>
<td>Full year</td>
<td>30</td>
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Find out more about the Masood Entrepreneurship Centre
ambs.ac.uk/entrepreneurship
### Postgraduate units - Open elective options

<table>
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<th>Semester</th>
<th>Credit</th>
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<tbody>
<tr>
<td>MCEL60032</td>
<td>Business Creation and Development</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>MCEL60142</td>
<td>Developing Enterprising Individuals</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>MCEL63402</td>
<td>Essential Risk Management for Business</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>MCEL60021</td>
<td>Shaping Ideas for the Market</td>
<td>1</td>
<td>15</td>
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### Postgraduate units - School/Programme specific options

<table>
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<th>Unit code</th>
<th>Unit title</th>
<th>Semester</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCEL60091</td>
<td>Innovation &amp; Commercialisation of Research</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>BIOL60760</td>
<td>Commercialisation in Life Sciences</td>
<td>1/2</td>
<td>45</td>
</tr>
</tbody>
</table>

Find out more about the Masood Entrepreneurship Centre [ambs.ac.uk/entrepreneurship](http://ambs.ac.uk/entrepreneurship)
Enterprise Elective Units

More details on open elective units

Exploring Enterprise  

Entrepreneurial vision and creativity are key features of a successful economy. Many firms look for the entrepreneurial characteristics of ‘risk, innovation and judgement’ in their hiring process, as a means of distinguishing between candidates for graduate-entry jobs. This unit introduces those characteristics of entrepreneurship and shows you how to apply them in a range of sectors, from the arts to the sciences. Factors in the broader political, social and economic environment can influence entrepreneurial opportunities, either positively or negatively. You will learn how to identify these factors and consider responses to them.

Assessment methods

Formative assessment: Initial individual company assessment
Summative assessment: Individual project - 100%

Entrepreneurial Skills  

Spotting a business opportunity is an important skill for those in both large firms and small start-ups. This unit simulates the processes that entrepreneurs go through when researching and developing a potential business opportunity. You will gain confidence and skills to ‘think entrepreneurially’ by developing your own idea for a product or service with potential commercial value. You will learn how to create a detailed business plan, including methods and techniques in idea formation, business research, early-stage product marketing, organisation development, and financial planning.

Assessment methods

Formative assessment: Project proposal summary
Summative assessment: Individual business plan - 100%

Find out more about the Masood Entrepreneurship Centre  
ambs.ac.uk/entrepreneurship
Developing Business Ideas

This unit will introduce you to a range of creativity techniques that are used to develop business ideas, which offer a potential solution to a problem. In a changing environment such as “Digital transformation”, “Industry 4.0” in which businesses and enterprises operate, you will explore how market intelligence can be gathered and analysed in order to identify, develop and evaluate opportunities and create value for stakeholders. The unit provides you with the ability to communicate effectively and develop a business model that demonstrates how value is created, delivered and captured.

Assessment methods

Formative assessment: Individual report 500 words; online citation quiz
Summative assessment: Individual report 100%

Tools and Techniques for Enterprise

This is an introductory look at how entrepreneurs think, plan, and create new ventures. You will build the necessary skills to evaluate the business environment to create social and economic value. Coursework includes a business report analysing the changing business environment, and an exam that applies core concepts and research techniques.

Assessment methods

Formative assessment: Draft business report
Summative assessment: Business report - 20%; Examination 2 hours - 80%

Enterprise Feasibility

Transforming a business idea into actual reality can be challenging process, but it does not have to be. This unit provides an in-depth and immersive experience around developing a business, with particular focus on supporting you to develop your own business ideas through market research and careful planning. At the end of the course, you will pitch your idea through a presentation.

Assessment methods

Formative assessment: PowerPoint slides proposing a business idea
Summative assessment: Oral presentation - 50%; Structured feasibility poster - 50%
More details on open elective units (continued)

**Investment Economics & Innovation**  
**BMAN31212**

This unit introduces you to the ways in which investments and new projects are analysed by organisations, a highly valued skill; and requires no previous experience of project investment appraisal. You will conduct investment analysis by describing a case study (chosen by yourself), modelling it using formal techniques and indicators, and presenting the results in a well-structured report. Previous projects have included retail businesses, restaurants, renewable energy schemes, theme parks and a company take-over.

**Assessment methods**

- **Formative assessment**: Project proposal
- **Summative assessment**: Spreadsheet model and accompanying project appraisal report – 100%

**Interdisciplinary Sustainable Development**  
**MCEL30022**

This unit introduces the key sustainability concepts and tools and helps you develop your understanding about how companies can contribute to sustainable development. You will learn how new ventures and established businesses can engage with sustainability at the heart of their organisation – when they formulate their business model and strategy, develop a new offering for customers, and plan marketing activities. This unit helps you develop your knowledge and skills to devise and evaluate sustainability management activities of start-ups and large enterprises.

**Assessment methods**

- **Formative assessment**: Blackboard quiz
- **Summative assessment**: Group project - 30%; Individual report - 70%

**Enterprise Strategy and Marketing**  
**MCEL30051/40031**

This unit introduces the key strategic and marketing planning tools and frameworks relevant to both new and established enterprises. Learning about business strategy empowers you to delineate where and how a business will compete for customers and why it is expected to prosper. We discuss successful and unsuccessful experiences of various organisations including new ventures, established businesses, and the business units of large corporations. You will also learn how to develop and evaluate a marketing plan for enterprises in various contexts such as consumer products, services and industrial markets.

**Assessment methods**

- **Formative assessment**: Marketing mix summary
- **Summative assessment**: Structured marketing report - 100%
Advanced Technology Enterprise  
**MCEL30011/2 & MCEL40002**

This unit will link your main subject to the commercial world and the realities of financial decisions for new products and services. The course covers understanding finance in order to identify problems and make decisions for projects based on customer needs. You will also consider the process of identifying and using available information resources required for the proposed business activity with access to a live database of funding sources. Other topics include profitability, addressing risk, entrepreneurial controlling of costs and managing a growing business.

**Assessment methods**

Formative assessment: Individual support for your coursework ideas and rough drafts  
Summative assessment: Individual report 100%

Business Creation and Development  
**MCEL60032**

This unit provides you with case study experience of the processes and activities involved in developing a new venture at the start-up or early stage of development. You will work in groups with a real-life client business, conducting analysis on their business environment and developing a set of strategies and recommendations for progressing the development of the firm. The unit will help develop applied skills, testing your academic knowledge and technical skills in a consultancy-style client relationship, with specific focus on business analysis and business planning.

**Assessment methods**

Formative assessment: Individual literature review outline; Interim group presentation  
Summative assessment: Individual literature review - 60%; Group business report - 40%

Find out more about the Masood Entrepreneurship Centre  
ambs.ac.uk/entrepreneurship
More details on open elective units (continued)

**Shaping Ideas for the Market**  
*MCEL60021*

*(Note: This unit is not available if you have taken Developing Business Ideas MCEL30111)*

This unit will introduce you to a range of creativity techniques to develop ideas; you will explore how market intelligence can be gathered and analysed in order to identify, develop and evaluate opportunities and create value for stakeholders. It provides you with the ability to communicate effectively and develop a business model that demonstrates how value is created and delivered.

**Assessment methods**

*Formative assessment:* Presentation  
*Summative assessment:* Problem definition report - 40%; Solution development report - 60%

**Essential Risk Management for Business**  
*MCEL63402*

The unit addresses risk management in business from a holistic aspect and includes practical tools for managing risk, with particular emphasis on effective risk communication methodology. Practical tools including a visual tool (BowTie) that makes risk understandable to all stakeholders is used and software by CGE Risk Management Solutions provides a state-of-the-art risk management solution. The unit also includes an e-learning module for the basic BowTie method; and on successful completion of this on-line element you will be awarded a certificate by CGE.

**Assessment methods**

*Formative assessment:* Summary report  
*Summative Assessment:* Individual report - 60%; Individual presentation - 40%

**Developing Enterprising Individuals**  
*MCEL60142*

Have you ever wondered why some people become entrepreneurs? Thought about what it takes to become a successful entrepreneur or questioned if you could become one yourself? Becoming an enterprising individual and developing a new business venture can be both physically and emotionally demanding. This unit explores how they use motivation and self-development/reflection to improve on their decision-making skills to enhance both their personal and their venture’s performance. You will study a range of entrepreneurial case studies and review personal developmental tools, models and theories of entrepreneurship to enable you to develop your entrepreneurial capabilities.

**Assessment methods**

*Formative assessment:* Small set of PowerPoint slides related to assignment topic  
*Summative Assessment:* Structured report - 50%; Self-development plan - 50%
University College options

Entrepreneur: Innovator and Risk-taker  
**UCIL 24002**

Successful entrepreneurs are characterised by their ability to take risks in order to generate innovations. By exercising judgement, they develop those innovations into viable businesses and as the business grows, the entrepreneur and their employees must often generate further innovations to remain competitive. This unit looks at how entrepreneurs generate the ideas that allow them to create and grow their firm. It will also show you how to recognise business opportunities and how to evaluate them. Evidence is drawn from a range of case studies, covering the middle ages to the present day.

**Assessment methods**

- **Formative assessment:** 500 words on `what innovation has had the biggest impact on society and why?`
- **Summative assessment:** Choose EITHER to do two 1,000 word case study analyses OR to do a 2,000 word assignment on innovation at the sector level

**Essential Enterprise**  
**UCIL 22001/22002**

Commercial acumen, regardless of subject discipline, is essential for anyone who aspires to succeed in the world of business, or who wishes to understand the importance of enterprise in society. In this unit, you will explore the principles that are key to the creative enterprise looking to grow and innovate in a modern-day economy. Using case examples individually as well as in groups, you will develop your own skills of enterprise, innovation and creative problem solving. You will also be encouraged through class discussions and individual reflection to consider how enterprise and innovation affects you and the wider community. Together, we will explore some of the important issues that are of growing concern for the ethical business and a society increasingly more interested in values.

**Assessment methods**

- **Formative assessment:** Business report summary
- **Summative Assessment:** Individual report (70%) and individual reflection (30%)

**Developing an Entrepreneurial Mind-set**  
**UCIL21331**

Have you ever wondered why some people become entrepreneurs? Thought about what it takes to become a successful entrepreneur or questioned if you could become a successful entrepreneur yourself? This unit will help you understand who and what entrepreneurs are and how entrepreneurs effectively acquire and implement a wide range of tools and techniques to enhance their success. You will also be able to assess your own entrepreneurial strengths, weaknesses, opportunities and threats, to better understand what is driving you to be the person you could be, and ultimately to achieve success.

**Assessment methods**

- **Formative assessment:** Set of narrated PowerPoint slides
- **Summative Assessment:** Group presentation (30%); individual self-development roadmap (70%)
Masood Entrepreneurship Centre runs activities for all students at The University of Manchester.

Visit our website and social media channels for more details.

Visit our website at ambs.ac.uk/entrepreneurship

Send us an email at entrepreneurship@manchester.ac.uk

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