Enterprise Elective Units
Inspiring, educating and developing enterprising individuals

Available for all undergraduate and postgraduate students
Masood Enterprise 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 best job or even set-up your own business.

A key strength of the Centre is ensuring that 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 are a range of extra-curricular activities including competitions, conferences, workshops and a mentoring programme for students with ideas.

Manchester Enterprise Centre has been renamed the Masood Enterprise Centre in recognition of the support from the Masood family.

Enterprise elective units available for undergraduate and postgraduate students in Schools across the University

Enterprise units are for students from any subject background and enable you to apply your subject knowledge in a commercial context. Don’t worry if you have a limited knowledge of business as most of our units don’t require prior study or experience in this area. Enterprise isn’t just about starting your own business – it’s about identifying opportunities, creating ideas and turning those ideas into working innovations.

How will enterprise skills help me?

Studying one of the Enterprise 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 it’s the ability to convince people you can make a difference that will get you the job.

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 practice enterprise 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 sense 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.
There are a wide range of electives 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>
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<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>
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<tr>
<td>UCIL22001/2</td>
<td>Essential Enterprise</td>
<td>1/2</td>
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<td>UCIL24002</td>
<td>Art of Enterprise</td>
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<td>10</td>
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<td>MCEL30001/2</td>
<td>Tools and Techniques for Enterprise</td>
<td>1/2</td>
<td>10/15</td>
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<tr>
<td>MCEL30052</td>
<td>Enterprise Feasibility</td>
<td>2</td>
<td>10</td>
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<tr>
<td>MCEL30051/40031</td>
<td>Enterprise Strategy and Marketing</td>
<td>1/2</td>
<td>10/15</td>
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<tr>
<td>MCEL30022</td>
<td>Interdisciplinary Sustainable Develop</td>
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**Postgraduate units - Open elective options**

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<tbody>
<tr>
<td>MCEL60032</td>
<td>Business Creation and Development</td>
<td>2</td>
<td>15</td>
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<tr>
<td>MCEL60142</td>
<td>Developing Enterprising Individuals</td>
<td>2</td>
<td>15</td>
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<tr>
<td>MCEL63402</td>
<td>Essential Risk Management for Business</td>
<td>2</td>
<td>15</td>
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<tr>
<td>MCEL60021</td>
<td>Shaping Ideas for the Market</td>
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<td>15</td>
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**Undergraduate units - School specific options**

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<tr>
<td>MCEL30102</td>
<td>Sustainable Commercial Development</td>
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<tr>
<td>MCEL50031</td>
<td>Enterprise Management for Computer Scientists (Yr. 2 &amp; 3)</td>
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<td>10</td>
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<tr>
<td>MCEL50032</td>
<td>Managing Finance in Enterprise for Computer Scientists (Yr. 2 &amp; 3)</td>
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<td>MCEL40042</td>
<td>Business Feasibility Study</td>
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<tr>
<td>MCEL40011</td>
<td>Advanced Technology Enterprise</td>
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<tr>
<td>BIOL31080</td>
<td>Life Sciences Enterprise Project</td>
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<td>MCEL60091</td>
<td>Innovation &amp; Commercialisation of Research</td>
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<tr>
<td>BIOL60760</td>
<td>Commercialisation in Life Sciences</td>
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Find out more about the Masood Enterprise Centre

[ambs.ac.uk/enterprise]
More details on open elective units

Exploring Enterprise  MCEL10001
Entrepreneurial vision and creativity are increasingly considered to be 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 module introduces those characteristics of entrepreneurship and shows how they can be applied in a range of sectors, from the arts to the sciences. Factors in the broader political, social and economic environment can impact on entrepreneurial opportunities, either positively or negatively. Students will learn how to identify these factors and consider responses to them.

Assessment methods

Formative assessment: Initial individual company assessment - mark not used
Summative assessment: Individual project - 100%

Entrepreneurial Skills  MCEL10002
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 presenting a potential business opportunity to potential investors, as seen on the BBC programme “Dragons’ Den”. Students will gain confidence and skills to ‘think entrepreneurially’ by developing an idea for a product or a service which has potential commercial value. They will be guided through the steps on how to create a Business Plan, as well as how to deliver an effective Business Pitch to investors.

Assessment methods

Formative assessment: Written project proposal summary - mark not used
Summative assessment: Presentation - 40%; Individual business plan - 60%

Tools and Techniques for Enterprise  MCEL30001/2
Tools and Techniques for Enterprise is an introductory look at how entrepreneurs think, plan, and create new ventures. It focuses on building 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 - mark not used
Summative assessment: Business report - 20%; Examination 2 hours - 80%

Advanced Technology Enterprise  MCEL30011 & 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. Attention is also given to the process of identifying and using information concerning resources required for the proposed business activity with access to a live database of funding sources. Other topics include profitably addressing risk, entrepreneurial controlling of costs and managing a growing business.

Assessment methods

Formative assessment: Individual meetings with the lecturer about your summative coursework ideas and rough drafts - mark not used
Summative assessment: 10 credits – Individual report (covering adding value to products and services, a financial analysis and a choice of risk, sourcing funding or cost control) - 100%
15 credits - Individual report 1 (covering adding value and financial analysis) - 60%; Individual report 2 (covering risk management and a choice of sourcing funding or cost control) - 40%
More details on open elective units (continued)

Enterprise Feasibility  
MCEL30052

(Note: This unit is only available to students that have completed Tools and Techniques for Enterprise or Advanced Technology Enterprise). Transforming a business idea into actual reality can be hard process, but it doesn’t have to be. This module provides an in-depth and immersive experience around developing a business, with a particular focus on testing the market. There is an opportunity to tailor the module to personal interests as students work on individual projects around a particular product or service.

Assessment methods

Formative assessment: PowerPoint slides proposing project to be worked on - mark not used
Summative assessment: Oral presentation - 50%; Structured feasibility poster plus appendices document - 50%

Enterprise Strategy and Marketing  
MCEL30051/40031

The unit looks at some of the key strategic business activities that need to be considered when developing and growing a business. Students will gain a greater understanding of the application of business analysis tools and strategic marketing practices relating to both large and small organisations.

Assessment methods

Formative assessment: Marketing mix summary - mark not used
Summative assessment: Structured marketing report - 100%

Interdisciplinary Sustainable Development  
MCEL30022

Entrepreneurs and businesses operate within a wider environment comprising social, political and economic factors. Businesses including Gucci, Innocent Smoothies, Hermes and the Body Shop have all recognised that their business activities have an impact on the locations where they source their products from and on the wellbeing of their employees. Consumers, meanwhile, are beginning to recognise that in order to ensure the longevity of resources they need to think carefully about their consumption patterns. The aim of the ISD unit is to develop understanding and abilities in students about what sustainable development is and how businesses can engage with it.

Assessment methods

Formative assessment: Blackboard (BB) quiz - sustainability principles 10-15 minutes - mark not used
Summative assessment: Group project - 20%; Group report - 50%; Individual report - 30%

Business Creation and Development  
MCEL60032

This unit provides you with experience of the processes and activities involved in setting up and developing a new venture; with a focus on critical success factors, developing effective strategies and the acquisition of key resources. The unit covers practical skills such as finance, budget planning, market research and producing a business plan.

Assessment methods

Formative assessment: Individual mini-literature review outline and group presentation - mark not used
Summative assessment: Individual mini-literature review - 60%; Group business report - 40%

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

Shaping Ideas for the Market  MCEL60021

This unit will introduce you to a range of creativity techniques that are used 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, delivered and captured.

Assessment methods

Formative assessment: Presentation - mark not used
Summative assessment: Problem definition report - 40%; Solution development report - 60%

Developing Enterprising Individuals  MCEL60142

Students develop an understanding of who and what are ‘entrepreneurs’ and debate the bigger question, can entrepreneurs be created or are they born with innate entrepreneurial skills? The unit looks at how entrepreneurs have become successful; and from this students will begin to understand how to develop and plan their own entrepreneurial development journey through the creation of a practical ‘roadmap’ for future career success. Students will look at a number of personal developmental tools, models and theories to enable them to undertake such tasks.

Assessment methods

Formative assessment: Small set of PowerPoint slides related to assignment topic – mark not used
Summative Assessment: Structured report 50%; structured self-development plan 50%

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 online element students will be awarded a certificate by CGE.

Assessment methods

Formative assessment: Summary report – mark not used
Summative Assessment: Individual report - 60%; Individual presentation - 40%