



Manchester 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.

There is also the Master of Enterprise (MEnt) postgraduate research degree which combines advanced study with the development of a real opportunity; this programme enables you to evaluate a new business idea – to test it, to build it and to then develop it.

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.

Elective Units

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

Unit code	Unit title	Semester	Credit
MCEL10012	Enterprise and Innovation for Scientists	2	10
MCEL10001	Exploring Enterprise	1	10
MCEL10002	Entrepreneurial Skills	2	10
UCIL22001/2	Essential Enterprise	1/2	10
UCIL21331	Becoming An Inspirational Individual	1	10
UCIL24002	Art of Enterprise	2	10
MCEL30001/2	Tools and Techniques for Enterprise	1/2	10
MCEL30011/2	Advanced Technology Enterprise	1/2	10/15
MCEL30052	Enterprise Feasibility	2	10
MCEL30051/40031	Enterprise Strategy and Marketing	1	10/15
MCEL30022	Interdisciplinary Sustainable Development	2	10
MCEL40021	Entrepreneurial Commercialisation of Knowledge	1	15

Undergraduate units - School specific options

Unit code	Unit title	Semester	Credit
MCEL20011 –EEE only	Sustainable Commercial Development	1	10
MCEL30031 –CS only	Enterprise Management for Computer Scientists (Yr. 2 & 3)	1	10
MCEL30032 –CS only	Managing Finance in Enterprise for Computer Scientists (Yr.2 & 3)	2	10
MCEL40042 –CS only (wk 7-12)	Business Feasibility Study (projects)	2	15
MCEL40011 –EEE only	Advanced Technology Enterprise	1	15
BIOL31080 –SBS only	Life Sciences Enterprise Project	Full year	30

Postgraduate units - Open elective options

Unit code	Unit title	Semester	Credit
MCEL60032	Business Creation and Development	2	15
MCEL60142	Developing Enterprising Individuals	2	15
MCEL63402	Essential Risk Management for Business	2	15
MCEL60021	Shaping Ideas for the Market	1	15

Postgraduate units - School specific options

Unit code	Unit title	Semester	Credit
MCEL60091 –CDTs only	Innovation & Commercialisation of Research	1	15
BIOL60760 –SBS only	Commercialisation in Life Sciences	1/2	30



Find out more about Manchester Enterprise Centre
mbs.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: Two short pieces of work - 50% each

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

MCEL30011/2 & MCEL40031

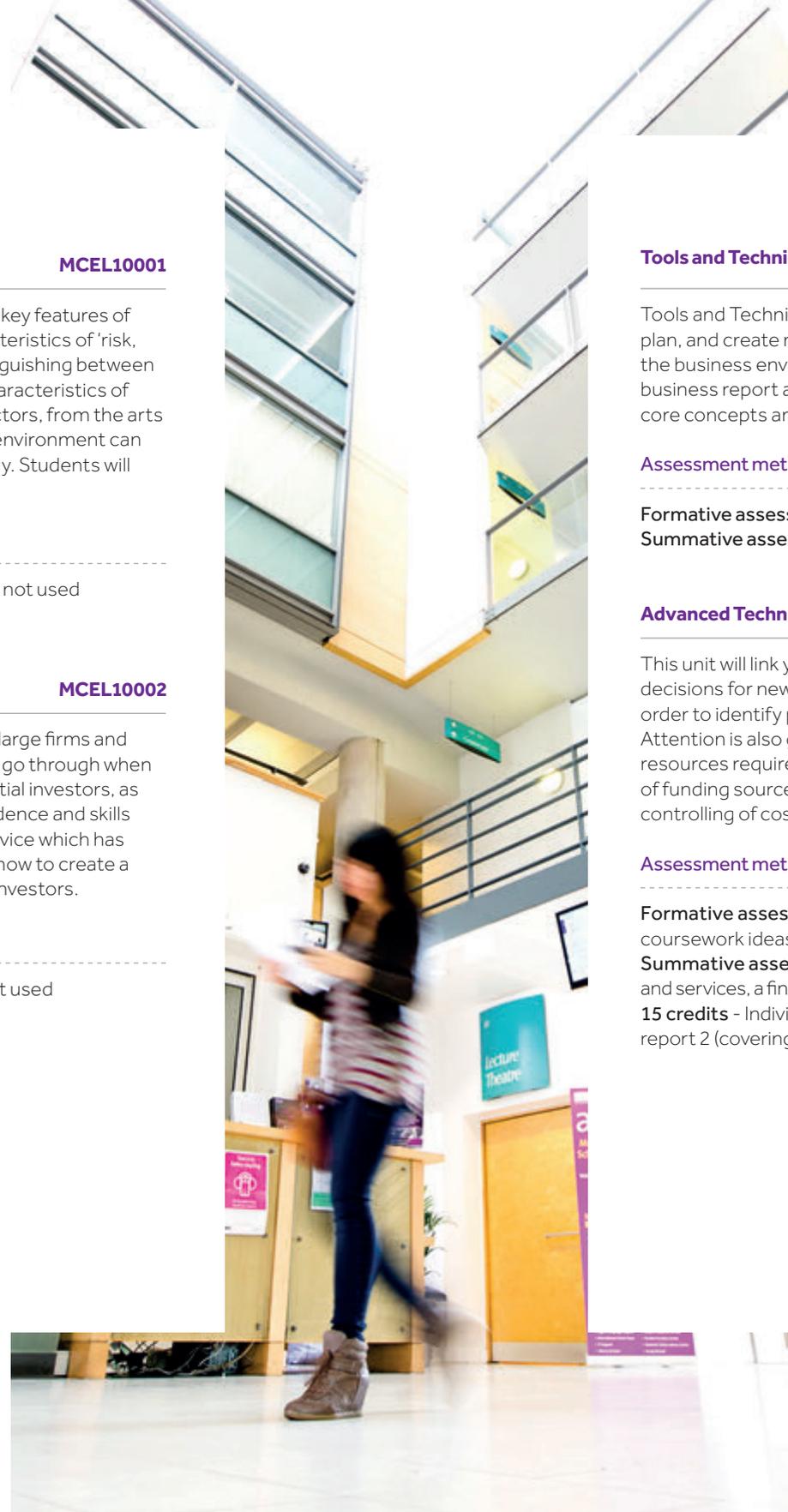
This unit will link your main subject to the commercial world and the realities of financial decisions for new products and services. The course covers understanding finance in order to identify problems and make decisions for projects based on customer needs. Attention is also given to the process of 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%



Find out more about Manchester Enterprise Centre
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More details on open elective units (continued)

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: Team project 1: 2000 word report - 20%* Team Project 2: 2500 word report plus summary presentation (15 minutes presentation + 10 minutes Q&A) - 40%*

*Team marks are modified by summative peer-assessment results; Individual reflective report: 1200 words - 40%

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%



Find out more about Manchester Enterprise Centre
mbs.ac.uk/enterprise

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%

Entrepreneurial Commercialisation of Knowledge

MCEL40021

This unit provides an overview of the process that underpins the entrepreneurial journey from having an initial idea to the development of a successful venture. Particular emphasis will be given to the special role played by enterprising individuals in this process. An evaluation will be made of the particular skills, abilities, and approaches best exploited when taking an idea forward into the marketplace. Students will be encouraged to reflect on their own strengths and how they may be used to best advantage in a knowledge-based idea and bringing it to market.

Assessment methods

Formative assessment: On-line multi-choice test and briefing note outlining area of IP, key characteristics and potential applications - mark not used

Summative assessment: Group presentation on commercialising research and innovation - 25%; Individual commercialisation report - 75%

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%

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 analysing a chosen entrepreneur 50%;
structured self-development roadmap 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 on-line 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%



Manchester Enterprise Centre runs activities for all students at The University of Manchester.

Visit our website and social media channels for more details.



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mbs.ac.uk/enterprise



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