

15/09/2009



Module Descriptor

Code: BSB10295-3**Version:** 1**Approval Status:** Valid Current**Title:** ENTREPRENEURSHIP AND NEGOTIATION**Section:** Business School**Field:** BLB-UGM**Level:** 3

Contact	E-mail Address	VLE
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Pattern Of Delivery

Credits	Contact Hours	Independent Study Hours	Total Learning Hours	Description of Pattern of Delivery
15	48	102	150	Pattern 1, study 100% in period 1
				Pattern 2, study 100% in period 2

Site
STAFFORD

Registration Conditions	Module Version Condition Text
None	

Module Details	
Assessment Details	<p>A BUSPLAN weighted at 50%. A JOURNAL weighted at 20%. A GP PRESENTAT weighted at 30%.</p> <p>Details :- Group based business plan 2,500 words (Tests Learning Outcomes 1,2 and 3) 50% Group based oral presentation (Tests Learning Outcome 2 and 4) 30% Diary of development issues (Tests Learning Outcome 3) 20%</p>
Indicative Content	<p>Overview The introductory stage of the module will be used to identify the special personal skills and knowledge expected to be the driving force in enterprising managers. This will be identified by blending the entrepreneurial and business management backgrounds of traditional theory. SME's the traditional spawning grounds of enterprise initiative will be examined on the basis of the appropriate organisational structure for enterprise development. Crafting a business plan in the second part of the module is intended to encapsulate the overall beliefs and recommendations of the enterprising manager. The module also examines how people and companies negotiate and can analyse and improve their negotiating techniques and positions.</p> <p>Skills developed - An ability to differentiate between distributive and integrative approaches to negotiations. - An ability to demonstrate an understanding of the concept of power and its application in negotiations. - An ability to communicate information, ideas problems and solutions to both specialists and non-specialists.</p> <p>Content Entrepreneurial Traits & Characteristics: Management Competencies: . Risk or Probability . Communication . Creation & Innovation . Establishing Roles . Decisiveness . Negotiation . Independence & Personal Goals . Leadership . Locus of Control . Monitoring . Additional Information . Planning</p> <p>SME's investigation: . Sole Trader . Partnerships . Companies (Ltd & PLC) . Franchises</p>

	<ul style="list-style-type: none"> . Co-operatives . Large Organisation (SBU's) <p>Factors influencing the successful deployment of a new enterprise idea such as the following will be the focus of attention in the second part of the module</p> <ul style="list-style-type: none"> . Business Function activity . Resource requirements . Awareness of regulatory frameworks . Business Information Services . Financial Planning . Understanding the purpose of and crafting of Business Plans <p>How power is used within the negotiation to gain advantages or leverage over the other party. The source of power through which the negotiation proceeds and how the influence of the various sources of power may change through the negotiation process. The differences between the Integrative v Distributive approaches to negotiation.</p>
Learning Strategies	<p>The learning strategy of this module requires students to commit 150 learning hours (including assessment). Of this there will be 48 hours of class support and 102 hours of independent and self-directed study.</p> <p>Learning support material will be provided for the module.</p> <p>There will be a series of 12 x 2 hour lectures, which will use appropriate expertise, to introduce key concepts and explore indicative content. These will be complimented with a series of 12x2 hour practical workshops/Tutorials.</p> <p>The lecture / tutorial pattern may vary with some activities taking place in medium sized workshop groups. Formative feedback will be given on a regular basis in class to help student development.</p>
Resources	None
Texts	<p>Birley S. & Muzyka D. (1997) Mastering Enterprise (Financial Times). Pitman Publishing (ISBN 0 273 63031 8)</p> <p>Bridge S, Oneill K. & Cromie S (2003) Palgrave Macmillan (ISBN 0 33 98465 X)</p> <p>Deakins D. & Freel M. (2003) Entrepreneurship and Small Firms. Publisher: McGraw Hill (ISBN 0 07 709993 1)</p> <p>Sara S. (2003) Small Business Guide. 16th edition. Press Vitesse. (ISBN 0 954 0812 0)</p> <p>Lewicki, R. Saunders, D. & Minton, (2001), Negotiation, Irwin McGraw-Hill, Singapore</p>

Learning Outcome	
1. DEMONSTRATE A SYSTEMATIC UNDERSTANDING AND CRITICAL EVALUATION OF THE PERSONAL CHARACTERISTICS NECESSARY IN DEVELOPING INNOVATIVE BUSINESS IDEAS	Analysis
	Knowledge & Understanding
2. DEMONSTRATE KNOWLEDGE AND A CRITICAL UNDERSTANDING OF A RANGE OF COMMERCIAL NEGOTIATING TECHNIQUES.	Knowledge & Understanding
3. DEVELOP COHERENT LINES OF ARGUMENT TO JUSTIFY A BUSINESS IDEA WITHIN AN APPROPRIATE OPERATING STRUCTURE	Learning
4. COMMUNICATE EFFECTIVELY TO JUSTIFY A CONVINCING RATIONALE FOR A BUSINESS PLAN, USING APPROPRIATE INFORMATION AND DATA	Application
	Communication