

Virtual Winter School 2021 modules

Entrepreneurship – Faculty of Business and Law

This module aims to help students to critically evaluate and identify their personal and business objectives with regards to new venture or value creation; to critically reflect upon their own values, goals and motivations to help develop their confidence to take entrepreneurial actions. It will help them to assess their entrepreneurial capabilities and skills as well as develop a learning map to summarise and plan their entrepreneurial development. This will be achieved through a series of individual and group based tasks that centre on idea generation, evaluation, and implementation, executed over a three-week period.

Intended Module Learning Outcomes

- Critically assess personal and business objectives.
- Demonstrate an understanding of the processes involved in idea generation, evaluation and implementation and present them to a panel.
- Reflection on learning and action planning

Indicative Content

1. Insight into personal and business objectives
2. Ability to critically analyse and improve personal creativity
3. Identify own or organisational strengths in terms of entrepreneurship
4. Constructing a personal development plan
5. Understand how to work effectively as part of a team
6. Ideation and creativity
7. Design thinking
8. Business model design
9. Feasibility analysis and testing
10. Planning and implementing an idea
11. Presenting and pitching an idea

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**Registration deadline:
11 December 2020**

Teaching will be facilitated through online workshops (asynchronous & synchronous) as well as pre-recorded sessions, presentations, discussions, tutor and self-directed research, use of case studies, and creative thinking.

Method of Assessment:

- Group report (500 words per person)
- Personal reflection and development objectives (500 words)

Dates: 1 – 19 February 2021

Times: 7:00 – 10:00 GMT

Credits: 3 US/5 ECTS/10 CATS*

Cost: £450.00

Session topics and Schedule:

| Date/Time | 7:00 to 10:00 GMT |
|--|--------------------------------------|
| 1 st February to 5 th February | 7:00 to 8:30 and 8:30 to 10:00 daily |
| 8 th February to 12 th February | 7:00 to 8:30 and 8:30 to 10:00 daily |
| 15 th February to 19 th February | 7:00 to 8:30 and 8:30 to 10:00 daily |

**After successful completion of your module, you will receive a provisional mark, an official Coventry University transcript with individual grades, and an electronic certificate of attendance. The certificate of attendance will be emailed with your provisional marks after your assessment is submitted and marked. The official transcript will be sent to you or your home university after the Semester two academic boards.*