UNIVERSITY OF FORWARD THINKING WESTMINSTER⌗

PROGRAMME SPECIFICATION

Course record information

Name and level of final award:	BA Honours Entrepreneurship This BA degree is Bologna FQ-EHEA first cycle degree or diploma compatible.
Name and level of intermediate awards:	BA Entrepreneurship Diploma of Higher Education in Entrepreneurship Certificate of Higher Education in Entrepreneurship
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	London
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time. September start.
QAA subject benchmarking group(s):	QAA benchmarks in General Business Management (2015) qaa.ac.uk/honours-degree-subjects Enterprise and entrepreneurship education: Draft Guidance for UK higher education providers September 2012 http://www.qaa.ac.uk/en/Publications/Documents/enterprise-entrepreneurship-guidance.pdf
Professional statutory or regulatory body:	Exemptions from ICF (International Coaching Federation, UK) to be sought.
Date of course validation/review:	March 2015
Date of programme specification approval:	July 2015
Valid for cohorts :	2016/17 Levels 4 and 5 2017/18 Levels 4, 5 and 6
Course Leader	Dr Jane Chang
UCAS code and URL:	westminster.ac.uk/courses/undergraduate

What are the minimum entry requirements for the course?

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

westminster.ac.uk/courses/undergraduate/how-to-apply

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

Offering exciting opportunities to students who are interested in running a business or creating an entrepreneurial organisation, this new and innovative course – based on a 'learning by doing' approach – combines the worlds of business entrepreneurship and higher education. You will create a business by setting up a team-company in a business environment with like-minded students. Instead of lessons, you will have coaching sessions and various projects with your team-company. You will learn by doing real business with real customers and real revenue. A specially trained coach will be at hand to support, motivate and empower you and your team to excel in your entrepreneurial endeavours. You will be able to draw on expertise from within Westminster Business School.

This innovative approach was developed two decades ago in Finland and has been delivered successfully in universities in France, Spain, Hungary and the Netherlands. As a student of the Entrepreneurship BA you will be part of an international Team Academy learning network, which provides excellent opportunities for collaborative learning and entrepreneurship.

The Course aims to:
- develop the behaviour, attitudes and skills which will enable you to be entrepreneurial in the context of either creating and managing a business or operating within an organisational context

- equip you with the knowledge, understanding and academic skills to continue to post-graduate study in business

- prepare you to operate effectively within a dynamic business environment

- promote effective and creative team working, management and leadership

- help you to develop the resilience to perform under pressure, to continue to strive towards a solution in adverse circumstances and to use feedback to find a way through to a successful outcome

- help you to develop your networks including international collaboration with individuals and teams and equip you with a critical understanding of global diversity in business practice, culture and social responsibilities and ethics.

- encourage you to be a life-long learner and to support the development of others through team learning.

What will you be expected to achieve?
Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement; the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** of how businesses operate that you will gain from your course (KU).

- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course(PPP)

- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).

Due to the nature of this course and its 'spiral curriculum' approach, all learning outcomes will be achieved via your participation in your team-based organisation:

- At level 4 the learning outcomes will be achieved in the context of **establishing** the team-based organization;
- At level 5 they will be achieved through the **building** of the team-based organization;
- At level 6 the learning outcomes will be achieved through **sustaining** the team-based organisation.

Level 4 Course Outcomes
Through establishing a team-based organisation, upon completion of level 4 you will be able to:
L4.1 Work effectively in a group meeting obligations to other group members while demonstrating an understanding of the characteristics, functions and processes of business organisations and economies in a global context (KU)
L4.2 Describe, identify and apply the systems, roles and processes of various functions of business management required to set-up a team-based organisation (KU)
L4.3 Find, develop and evaluate opportunities through engagement with external communities (KU)
L4.4 Describe the concepts and principles of effective entrepreneurship in project management (PPP)
L4.5 Identify concepts and principles as well as develop the skills of an entrepreneurial team and begin to identify their strengths and weaknesses (PPP)
L4.6 Understand the elements of effective communication, networking and negotiation skills (KTS)
L4.7 Reflect on your own learning and use this to support the development of others (KTS)
L4.8 Use research techniques applicable both to academic and entrepreneurship practice (KTS)
L4.9 Be aware of cultural differences within organisations and their external environments (GA)

Level 5 Course Outcomes
Through building the team-based organisation, upon completion of level 5 you will be able to:
L5.1 Apply the systems, roles and processes of knowledge of business management required to build a team-based organization (KU)

L5.2 Create, select, and transform opportunities through internal and external environments (KU)
L5.3 Analyse and evaluate the principles of effective entrepreneurship in project management (PPP)
L5.4 Work actively and effectively as part of creative and innovative team (PPP)
L5.5 Engage in effective networking, negotiating and communication strategies (KTS)
L5.6 Critically reflect on personal learning as well as collective learning and use this reflection to support the development of other members of the team (KTS)
L5.7 Critique and apply current research in entrepreneurship to support your entrepreneurial practice (KTS)
L5.8 Demonstrate self-awareness, openness and sensitivity to people, cultures and management through practical engagement (GA)
L5.9 In relation to general ethical perspectives evaluate the impact of business on social and sustainability issues (GA)

Level 6 Course Outcomes
Through sustaining the team-based organisation, upon completion of level 6 you will be able to:
L6.1 Critically review and further develop the systems, roles and processes of business management required to enable the team-based organization to achieve its objectives (KU)
L6.2 Critically analyse opportunities exploited and identify further opportunities arising from this analysis (KU)
L6.3 Implement and review entrepreneurial projects using techniques including resource management, monitoring and creative problem solving (PPP)
L6.4 Demonstrate effective professional skills in negotiation, decision-making and team management through proactive leadership (PPP)
L6.5 Identify and achieve key personal and team goals through professional communication, networking, negotiation and influencing skills (KTS)
L6.6 Take effective action to advance your personal learning and use your experience to effectively mentor others engaged in entrepreneurial business development (KTS)
L6.7 Critically review, evaluate, and formulate complex arguments, using theoretical and contextual frameworks, to synthesise ideas and generate novel solutions (KTS)
L6.8 Possess a highly-developed cross-cultural perspective on the operation and strategic positioning of organisations (GA)
L6.9 Demonstrate effective application of personal, professional and corporate responsibility (GA)

How will you learn?

This innovative BA (Hons) Entrepreneurship degree will be based on a 'learning by doing' approach combining the practical world of business entrepreneurship with the theoretical and research approach of higher education. Your learning will be based on a personal 'learning contract' that recognises your strengths, weaknesses and professional development so aids your path to entrepreneurial competence. You will set up a business company in an open-plan office with your fellow students. You will undertake real-life projects to meet all the expenses of the company. You will actively participate in intensive team coaching sessions in year two and three where theoretical knowledge will be applied to your business situations. Your allocated Team Coach will remain with you throughout the duration of the course and will support and guide you and your team as your business grows and develops. Your coaches have been specifically trained for type of entrepreneurship coaching through the Team Academy Mastery Programme.

In the first year, you will learn about the global business environment and how businesses operate in modules shared with the Business Management degree. The Level 4 core module BCAR400 Global Business Environment is an integrating module which draws

together your knowledge to see the bigger picture of how businesses operate locally and globally. It uses problem based learning: working in teams, you identify what you need to know, what you already know, and how and where to access new information that may lead to a solution of the problem. This helps you to develop flexibility, knowledge, effective problem solving skills, self-directed learning, collaboration skills and intrinsic motivation. It is delivered using a blended learning approach which combines the best of traditional face to face teaching methods such as seminars with the use of on-line resources such as videos, tests and quizzes to improve your learning experience.

Through the whole of your first year you will have the opportunity to discover, test, and stretch your potential to develop the skills of an effective entrepreneur and a team player in the dedicated core module for this course: BENT401 Entrepreneurship in Action.

In the second year, the course focusses on entrepreneurship and you will enhance your skills, knowledge, and talents in building and managing your team-company. You and your team will focus on building capacity and expanding your business. You will have the flexibility to choose option modules that expose you to relevant aspects of business to support you in developing your company.

In the final year, you will develop your competence in operating the business and putting measures in place to sustain your business. At Level 6 there is an expectation that you will take a pro-active, self-directed approach to your own learning. The final year allows you to complete an extended piece of independent research on a particular entrepreneurship 'theme'. This independent research provides a valuable foundation for both employment and postgraduate study in terms of showcasing your development of self-motivation, the ability to prioritise time and resources in order to meet deadlines, to deal with pressure effectively, to apply your own informed perspective, and to prepare a cogent analysis based on clearly articulated evidence.

Working as a team in an entrepreneurial organisation demands commitment and self-discipline, but by challenging you it leads to self-realisation. Your success will be evaluated by customers, your team, and yourself as a learner. Direct, constructive feedback will give you the opportunity for professional and personal development. Your courage and self-confidence will rise with every success.

From your first day on the course, you become a member of the growing international community of Team Academy entrepreneurs (students and alumni). This provides opportunities for national and international collaboration during your course. This ready-made network, together with the wider business networking inherent in the course, means you will be meeting and selling (products and/or services) to potential customers within your first semester.

Course material will be provided through the virtual learning environment platform (Blackboard) and is an important resource base for you. Blackboard also provides a channel of communication between you, your group members and your module leader through wikis and blogs. This ensures a student centric approach, focusing on your abilities, needs and learning styles where the module leader is a facilitator of your learning.

We use a blended learning approach which combines the best of traditional face to face teaching methods such as seminars with the use of on-line resources such as videos, tests and quizzes to improve your learning experience. Blended-learning is used by leading universities world-wide as it enables you to:
- have a degree of flexibility regarding when you study
- become an independent learner
- clarify confusing topics by reviewing videos of topics (as many times as required)

Learning Tools:

Reading sources:
These include a wide range of learning resources such as books, journals, web and digital resources. The learning from your reading sources should be applied to your business project work for the team company.

Learning Contract:
At the beginning of each academic year you will negotiate and agree a learning contract with your Team Coach. This will contain your current learning status and the direction your learning will take within the core structure of the programme.

The Learning Contract will have three areas: (1) knowledge and skills you possess; (2) areas for development; and (3) how best to gain further knowledge and skills and how you will know when your goals have been achieved. The Learning contract helps you monitor and critically reflect on your progress on your development of your skills. These are categorised as:
- Entrepreneurial Management
- Team skills
- Individual skills

It is important that you appreciate that these individual business skills and processes are inter-related and must be combined to achieve business success.

Coaching Sessions:
The Team Company will receive two coaching sessions per week with a trained and dedicated Team Coach who has received training through the international Team Academy programme. These sessions provide you and your fellow team members with the opportunity to develop individual, team and organisational skills though the dialogue principle. These creative sessions will allow business decision making as well as exploring ideas. You will have the opportunity, with the support of your Team Coach, to plan and lead some training sessions yourself as part of the development of your own team coaching skills.

Business Projects:
This will comprise of executing projects involving real customers. Such projects can take the form of providing services, products, consultancy, and events management amongst others. This will be the basis to promote academic reading for knowledge acquisition and application of knowledge to develop skills and to critically reflect upon experience and the appropriateness of the theories.

Team Learning:
This course aims to produce high performing teams through the development of skills and attitudes. Development of networks and building of your team will lead to your success as an entrepreneur.

Your team company will be not more than 25 members throughout the duration of the degree though smaller project teams can be formed within the original team. There is the potential for inter-collaboration with other team companies from either Westminster, national and international business schools within the Team Academy network. Team roles will be chosen using profiling tools.

The Team Company will be officially set up towards the end of Level 4. You will be working in teams of 4-5 members within your team company to achieve your team company's business goals.

Once the team company has been formed, the creation of their vision, mission and values are the foundations of their business. The Team Company will learn to appreciate the values of creativity, trust, respect and authenticity which reinforce the development of the team.

Teams will share their learning with fellow entrepreneurship students, as well as customers where appropriate. Through Business Challenges, projects or 'Eureka Moments', such learning events will be well-planned, structured and engaging.

Formative critical advice and feedback from Team Coaches, team colleagues and customers provide critical observation of your learning progress. The essence of an entrepreneurial learning organisation is to value and share failures and mistakes as part of the team learning culture.

Independent Learning:
You will engage in academic reading, interacting with customers, suppliers and partners, undertaking business projects, completing assignments and recording your learning in your Portfolio. This will help you to develop your entrepreneurial learning and skills.

Networking:
In addition to building personal networks through business activities, you will have the opportunity to engage with the national and international communities of Team Academy who are studying, or have graduated from, Team Academy courses across the globe. You will have the opportunity to exchange information where collaborative projects will be encouraged. Your Entrepreneurship Course Handbook provides details of some useful networks to get you started.

Managing and Developing your Potential

This degree is the start of your entrepreneurial journey. The management of Learning Contracts and the selection of business projects and roles are all, part of the entrepreneurial management decision during the course. As the Team Company progresses there will be opportunities for you to identify your talent, strengths, development needs in relation to your potential aspirations.

How will you be assessed?

Assessment is an integral part of your learning process. Combined with our student-centred approach to teaching and learning, it aims to promote initiative and creativity, critical thinking, structure of coherent arguments, evaluation, research and analysis, professional communication skills, effective group work, personal reflection, time-management, the ability to meet deadlines, and ability to work under pressure. It is not merely about giving and receiving a mark: rather to ensure that your competences and abilities in business are enhanced.

Our employers and entrepreneurs tell us that the ability to work effectively as part of a team is an essential skill which they expect graduates to have. In relation to your degree, group work is useful to you as it:
- helps you to become more self-aware, self-critical and self-analytical
- improves the quality of your work by benefiting from the integration of diverse perspectives
- allows you to tackle tasks of greater complexity or carry out tasks in greater depth or breadth than would be the case if you had tackled it on your own

Every module incorporates 'formative assessment' that provides you with useful feedback so you can reflect on your progress and act on the feedback to prepare for the assessments that count. Formative assessments are important to you as they help you to identify ways in which you can improve and areas of strength to be developed further.

Formative assessment includes self-assessment, peer assessment, Coach and customer assessment so is inherent within the design of the course and occurs on a continual basis throughout all core modules. The performance of your Team Company, such as financial performance, will be monitored but will not be graded. Business mistakes, as well as successes, will inform your learning.

Summative assessment will measure your individual learning and achievement. The majority of the summative assessment in this award will include the production of a 'Portfolio of Evidence' followed by a 'Critical Evaluation'.

Your 'Portfolio of Evidence' will normally include some of the following:

- 'Book reviews' – evidence of engagement with academic reading and other resources from the 'Reading Resources'
- Business Project reports – evidence of pre-project planning and post-project evaluation
- Feedback from Coaches, customers and peers
- Updated Skills Profile
- Learning diary extracts
- Evidence of exploring personal or team creativity
- Evidence of ideas pitched
- Evidence of ideas implemented successfully
- Activity logs – evidence of roles and responsibilities undertaken.
- Coaching session documentation (evidence of your planning and leading a coaching session)
- Company business performance documentation

Critical Evaluation

This normally requires you to provide a critical evaluation of your learning against the Learning Outcomes of the given core module, referencing the elements of the Portfolio of Evidence with proof of academic rigour. Critical analysis at each level will be progressively demanding.

Other forms of summative assessment may include:
- Individual Learning Contract and critical reflection, updated at the start of each Level.
- Business Challenges/Presentations (Eureka Moments) – Team presentations in response to a challenge used to demonstrate collective team learning and effective team working. These become more complex through the levels. (Group assessment)
- Negotiated curriculum on an individual basis in BENT601 Contemporary Issues in Entrepreneurship, and BENT602 Entrepreneurship & Enterprise

These assessments have been created to develop your entrepreneurial learning and business management skills, individually and as a team. Your entrepreneurship journey will include learning from failures. Objective targets are set by the Team Company; however, you will be assessed on achievement of learning outcomes and not on profit-making.

Some modules include 'synoptic' assessment. This means that the assessments are designed to help you to link your learning across an academic year or between years. During your first year, you complete your Learning Contract and Critical Reflection as part of the assessment in BENT401 Entrepreneurship in Action, which you then update in Semester 1 of your second year in BENT501 Perspectives in Entrepreneurial Business Management and in Semester 2 in the follow-on module BENT502 Effective Entrepreneurial Business Management. Finally, your continuous reflection on your learning is assessed in the linked final year modules BENT601 Contemporary Issues in Entrepreneurship Theory to Practice and BENT602 Entrepreneurship and Enterprise.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:
- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial and forward looking
- Global in outlook and engaged in diverse communities
- Social, ethically and environmentally aware

These Graduate Attributes are designed to help you enhance your employability when you leave with a degree in Entrepreneurship. They are aligned to the Course Outcomes as follows:

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	L4.2, L4.3, L4.4, L4.5 L5.1, L5.2, L5.3, L5.6, L5.7 L6.2, L6.3, L6.5, L6.7, L6.8
Literate and effective communicator	L4.3, L4.4, L4.5 L5.4, L5.5, L5.6 L6.5, L6.6, L6.7
Entrepreneurial	L4.3, L4.4, L4.5, L4.6 L5.2, L5.3, L5.4, L5.5, L5.6 L6.3, L6.4, L6.5, L6.6, L6.7
Global in outlook and engaged in communities	L4.1, L4.2, L4.7 L5.1, L5.8, L5.9 L6.1, L6.9
Socially, ethically and environmentally aware	L4.1, L4.7 L5.8, L5.9 L6.1, L6.9

University of Westminster courses capitalise on the benefits that London as a global city and as a major cosmopolitan creative, intellectual and technology hub has to offer for the learning environment and experience of our students. The BA Entrepreneurship degree has embedded these graduate attributes within its core modules and using the live Team Company as practice to develop these attributes.

Businesses increasingly operate with entrepreneurial teams of specialists, so require people who can communicate effectively and can interact effectively within a team recognizing and supporting leadership, being proactive in leadership, negotiating, and managing conflict. Businesses also rely on people who can work independently and remotely, using technology

to overcome the traditional constraints of location, time and national boundaries. Graduates of the BA Entrepreneurship degree will be well equipped to meet these challenges.

Employers of our graduates expect you to have skills of critical thinking, analysis and synthesis; effective communication using varied technology and media; quantitative aptitude and effective problem solving; reflective, adaptive and collaborative learning; motivation and initiative. Employability and enterprise are strongly embedded in the core modules.

Most graduates have developed their own businesses. Others have forged successful careers in diverse areas such as: property development (Sales & Marketing Director of Yogo Group); commercial management (Lansdowne Chemicals); project team leader (CBS Interactive); recruitment (Hays).

Some students proceed to a Masters degree in a relevant discipline.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:
- *Core* modules are ones that must be undertaken by all students on the course.
- *Option* modules are related to your specific course from which you must choose at least one at Level 5 and one at Level 6.
- *WBS UG Programme options* include: the course options and options from other courses (subject to pre-requisite requirements and availability).
- *Westminster electives:* are modules from across the whole University which allow you to broaden your experience. For example, you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.

BA(Hons) Entrepreneurship

Credit Level 4				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
4ENTP001W	Entrepreneurship in Action	Core	20	10
4BUSS001W	Global Business Environment	Core	20	10
4BDIN001W	Managing and Analysing Information	Core	20	10
4ACCN001W	Accounting and Finance Fundamentals	Core	20	10
4MARK001W	Marketing Principles	Core	20	10
4HURM005W	People and Organisations	Core	20	10

Award of Certificate of Higher Education available

Credit Level 5				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
5ENTP001W	Perspectives on Entrepreneurial Business Management	Core	20	10
5ENTP002W	Effective Entrepreneurial Business Management	Core	20	10
5ENTP003W	Team Creativity & Innovation	Core	20	10
5ENTP004W	Sustainable Business Practices	Core	20	10
Select 1 or 2 from:				
5HURM009W	Business Ethics & Corporate Social Responsibility	Option	20	10
5BDIN002W	Project Management	Option	20	10
5BDIN003W	Web-Based Business	Option	20	10
5MARK010W	Sports Marketing	Option	20	10

Max 1 from:	WBS L5 UG Programme option or Westminster L5 elective	Elective	20	10
Award of Diploma of Higher Education available				

Credit Level 6				
Module code	**Module title**	**Status**	**UK credit**	**ECTS**
6ENTP001W	Contemporary Issues in Entrepreneurship	Core	20	10
6ENTP002W	Entrepreneurship & Enterprise	Core	20	10
6ENTP003W	Entrepreneurial Leadership	Core	20	10
6ENTP004W	Strategic Entrepreneurship Perspective	Core	20	10
Select 1 or 2 from:				
6BDIN003W	Digital Analytics	Option	20	10
6BDIN004W	Social Media for Business	Option	20	10
6BDIN005W	Project and Programme Management	Option	20	10
6MARK015W	Interactive & Digital Marketing	Option	20	10
6BUCL004W	Consumer Protection	Option	20	10
Max 1 from:	WBS L6 UG Programme option or Westminster L6 elective	Elective	20	10
Award BA available **Award BA Honours available.**				

Please note: Not all option modules will necessarily be offered in any one academic year.

Professional Body Accreditation or other external references

The skills strategy for the **BA Entrepreneurship** course has drawn upon the key national documents: QAA (2001) A Framework for HE Qualifications in England, Wales and Northern Ireland; QAA (2015) Subject benchmarks in General Business Management; QAA (2012) Enterprise and Entrepreneurship guidelines; and Association to Advance Collegiate Schools of Business (AACSB) standards for Business Accreditation (2013). When embedding good practice in modules, module teams have used the SEEC (2010) Credit Level Descriptors for Further and Higher Education as a reference point.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations

How will you be supported in your studies?

Course Management

The BA (Hons) Entrepreneurship degree is managed by a Course Leader who is responsible for the day-to day running and overall management of the course.

Each member of academic staff is allocated to one of six Departments in Westminster Business School. Each Head of Department has responsibility for all the modules and for all full- and part-time academics in their Department.

The Undergraduate programme is coordinated by a Director of Undergraduate Studies who holds responsibility for managing and monitoring the delivery and quality assurance of the suite of undergraduate degrees within the Faculty and reports directly to the Associate Dean (Learning, Teaching and Quality).

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Faculty Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Your course has a designated course leader, who provides advice on course academic enquiries. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where you access your course materials, and can communicate and collaborate with staff and other students.

Learning Support
The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, you have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). You can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. You can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in Westminster Business School. You can also securely connect your own laptops and mobile devices to the University wireless network.

Support Services
The University of Westminster Student Affairs department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support you during your time at the University.

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.

- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.

- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

BA (Hons) Entrepreneurship

Year 1 (Credit Level 4):

Core: 4ENTP001W Entrepreneurship in Action	**Core:** 4BDIN001W Analysing & Managing Information	**Core:** 4ACCN001W Accounting & Finance Fundamentals	**Core**: 4MARK001W Marketing Principles
	Core*:* 4BUSS001W Global Business Environment	**Core:** 4HURM005W People & Organisations	

Year 2 (Credit Level 5):

Core: 5ENTP001W Perspectives on Entrepreneurial Business Management	**Core:** 5ENTP003WTeam Creativity & Innovation	**Core**: 5ENTP004W Sustainable Business Practices
Core: 5ENTP002W Effective Entrepreneurial Business Management	**Option:**	**Option or Elective**

Year 2 (Credit Level 5) options:

Course option: 1 or 2 from	5HURM009W	Business Ethics & Corporate Social Responsibility
	5BDIN002W	Project Management
	5BDIN003W	Web-Based Business
	5MARK010W	Sports Marketing
Elective: max 1 from		WBS Level 5 UG Programme options
		Westminster Level 5 electives

Work placement is not needed as in level 5 & 6 students will be running a live 'team' company operating in the marketplace.
International experience is not needed as the nature of the live team company provides the opportunity for international links and a period out of the country would disrupt their business development.

. Year 3 or Year 4 (Credit Level 6):

Core: 6ENTP001W Contemporary Issues in Entrepreneurship	**Core:** 6ENTP003W Entrepreneurial Leadership	**Core:** 6ENTP004W Strategic Entrepreneurship Perspective
Core: 6ENTP002W Entrepreneurship & Enterprise	**Option:**	**Option or Elective**

Year 3 (Credit Level 6) options: (to be confirmed)

Course option: 1 or 2 from	6BDIN003W	Digital Analytics
	6BDIN004W	Social Media for Business
	6BDIN005W	Project & Programme Management
	6MARK015W	Interactive & Digital Marketing
	6BUCL004W	Consumer Protection
Elective: max 1 from		WBS Level 6 UG Programme options
		Westminster Level 6 electives

Synoptic assessment links 4ENTP001W in Year 1 with 5ENTP001W and 5ENTP002W
in Year 2 and 6ENTP001W and 6ENTP002W in Year 3.

BA Entrepreneurship

Level 4 core modules

Module code	Credits	Exam (2¼ hr)	Exam (1 ½ hr)	Learning Contract (1,000 words)	Entrepreneurship portfolio	Critical Evaluation (2,000 words)	Report, Essay (3,000 words)	Report, Essay (2,000 words)	Report, Essay, (1,000 words)	Group Report (2,000 words)	In Class Test (1 hr)	On-line tests	Group Presentation
4ENTP001W	20			25%	25%	50%							
4BUSS001W	20									50%		50%	
4BDIN001W	20		50%								25%		25%
4ACCN001W	20	75%									25%		
4MARK001W	20						75%						25%
4HURM005W	20						75%		25%				

Level 5 core modules

Module code	Credits	Learning Contract (1,000 words)	Entrepreneurship portfolio	Critical Evaluation (2,000 words)	Group Presentation
5ENTP001W	20	25%	25%	50%	
5ENTP002W	20	25%	25%	50%	
5ENTP003W	20		25%	50%	25%
5ENTP004W	20		25%	50%	25%

Synoptic assessment 5ENTP001W & 002 – Learning contract mark is shared across these module.

Level 6 core modules

Module code	Credits	Learning Contract (1,000 words)	Entrepreneurship portfolio	Critical Evaluation (2,000 words)	Report, (2,000 words)	Report, (1,000 words)	Research Proposal (1,000 words)	Literature Review (3,000 words)	Research Project (3,000 words)
6ENTP001W	20	25%						75%	
6ENTP002W	20	25%							75%
6ENTP003W	20				50%	25% + 25%			
6ENTP004W	20		25%						75%

Synoptic assessment 6ENTP001W & 002 – Learning contract mark is shared across these module.

Overall summary

Please identify below the percentage of the following categories of assessment as a proportion of the core modules.

   A. Exams   10%
   B. Written coursework   55%
   C. In Class Tests   7%
   D. Presentations   7%
   E. Portfolio/project/dissertation   21%

   A+B+C+D +E should equal 100%