

Module Details	
Module Title	Entrepreneurial Leadership (DL)
Module Code	EAE7013-B
Academic Year	2024/5
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	100
Groupwork	75
Groupwork	16
Online Tutorials (Synchronous)	9

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 3

Module Aims
<ul style="list-style-type: none"> <li>* Develop a critical understanding of the key principles and theories of entrepreneurial leadership.</li> <li>* Equip students with the skills and tools necessary to lead and manage entrepreneurial ventures effectively.</li> <li>* Foster a growth mindset and encourage innovative thinking and problem-solving.</li> <li>* Cultivate an awareness of the ethical and social responsibilities of entrepreneurial leaders.</li> <li>* Provide opportunities for students to apply their learning to real-world entrepreneurial challenges.</li> </ul>

## Outline Syllabus

The module will cover a broad range of topics that equip students with the mindset, skills, and knowledge to drive innovation and growth. Key areas that will be explored are:

### Core Concepts:

- \* Definition and characteristics: Understand the essence of entrepreneurial leadership, its core principles, and the various leadership styles it encompasses.
- \* Innovation and opportunity identification: Learn how to cultivate a creative mindset, identify promising opportunities, and evaluate their feasibility.
- \* Risk management: Develop robust strategies to assess and manage risks effectively, balancing calculated risks with responsible decision-making.
- \* Entrepreneurial ecosystem: Grasp the dynamics of the entrepreneurial landscape, including funding sources, support networks, and relevant policies.

### Essential Skills:

- \* Vision and strategic thinking: Craft a compelling vision that inspires and motivates others, and translate it into actionable strategies.
- \* Communication and persuasion: Effectively communicate your ideas, garner buy-in, and persuade stakeholders to support your vision.
- \* Teamwork and collaboration: Build high-performing teams, foster a culture of trust and innovation, and delegate effectively.
- \* Problem-solving and decision-making: Develop critical thinking skills to make sound decisions, adapt to challenges, and find creative solutions.
- \* Marketing and sales: Understand the fundamentals of marketing and sales to effectively promote your ideas and secure resources.

### Additional Areas:

- \* Financial literacy: Gain familiarity with basic financial concepts, budgeting, and securing funding for your ventures pertinent to new ventures.
- \* Legal and ethical considerations: Navigate legal and ethical frameworks relevant to startups and entrepreneurial endeavours.
- \* Leadership development: Explore personal development strategies to refine your leadership skills and maintain a growth mindset.
- \* Emerging trends: Stay updated on the latest trends and technologies impacting the entrepreneurial landscape and adapt your approach accordingly.

## Learning Outcomes

Outcome Number	Description
01	Identify and explain the key characteristics of entrepreneurial leadership.
02	Compare and contrast entrepreneurial leadership with traditional leadership styles
03	Critically evaluate the factors that contribute to the success or failure of entrepreneurial ventures
04	Develop and implement strategies for building and leading high-performing teams in entrepreneurial settings
05	Identify and access different sources of funding for entrepreneurial ventures
06	Apply critical thinking and problem-solving skills to address complex challenges faced by entrepreneurial leaders
07	Make ethical decisions that align with the values and mission of an entrepreneurial venture

## Learning, Teaching and Assessment Strategy

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with a variety of online resources (selected readings, video and audio resources), self-assessment exercises, case studies and links to additional resources. In addition students attend a series of live tuition sessions. These sessions allow the students to reflect on their learning further applying key academic and practitioner based models and frameworks. Case studies and business simulations, plus guest speaker sessions with successful entrepreneurs will be used to sense-check the learning on the module, and group discussions and presentations are used to embed, share, and expand the development of knowledge.

Students have the opportunity to complete a series of online MCQ exercises for each module unit studied. In addition to this there is the option of completing a number of formative tasks. These tasks involve answering a question(s) on a key issue/theory relating to the module.

## Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Analysis of a case study (1500 words)	50%
Summative	Coursework - Written	Group Project: Outline business plan for an innovative venture (500 words, plus 1500 words per member)(Max 3 members)	50%

## Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

### *Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*