



UK

SYLLABUS 2025-2026

Open Forum

MODULE SPECIFICATION

Module Code	2526_PCA_1_EN_006
Campus	Oxford
Department(s)	Career Path
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 01
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	1
Equivalent FHEQ credits	2
Study Hours	20 hours which comprise of 14 directed learning and 6 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module provides an introduction to entrepreneurship and the entrepreneurial ecosystem. It is structured as a four-step journey, designed to familiarise students with the key players in the field. This module is essential preparation for the "EM Startupper Project" in the second semester, as it provides the foundational knowledge and network connections necessary to develop a new business idea.
Teaching Arrangement	A project-based approach combining a variety of learning methods: modules, testimonials, forums, interviews and videos.

Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Explain the concept of entrepreneurship and describe its various forms. 2. Identify the characteristics of an entrepreneurial mindset. 3. Utilise networking skills to connect with and learn from entrepreneurs and other players in the entrepreneurial ecosystem. 4. Develop a basic questionnaire and conduct an interview to gather information for a project. 5. Produce a short video to communicate a business idea or interview findings.
Competency Goals* <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals*	<p>PGE_U_CG05_LO01 - Analyse the organisation's activity and develop innovative projects</p> <hr/> <p>PGE_U_CG05_LO03 - Define appropriate innovation business model and business plan</p>

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<p><u>Session 1: Kick-Off</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Overall presentation of the project by the Entrepreneurship Department
<p><u>Session 2: Step 1 - Masterclass</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • "Discovery of Entrepreneurship" presentation by lead instructor for 4 hours in the morning <ul style="list-style-type: none"> ◦ What is entrepreneurship? <ul style="list-style-type: none"> ■ The main stages ■ Different forms ■ You don't undertake alone – the ecosystem • Testimonials from 2-3 entrepreneurs visit each class <ul style="list-style-type: none"> ◦ Debrief with lead instructor • Evaluation: individual quiz • Preparation for the forum <ul style="list-style-type: none"> ◦ Instructor provides a list of stands to students, defining areas to visit and the instructions ◦ Students are formed into groups of 4 <ul style="list-style-type: none"> ■ Tutored work on preparing questions to be asked by the teams <p><i>Assignments:</i></p> <ul style="list-style-type: none"> • Prepare and finish questions to be asked during the forum

Last reviewed: 16/09/2025

Session 3: Step 2 – Forum, the Actors of Entrepreneurship

Content:

- During the forum:
 - Interview at least 3 exhibitors/actors of entrepreneurship according to the defined areas
 - Each group has a minimum access slot to the forum
- Evaluation: group assessment
 - 10-15 minutes of questions/answers per team

Assignments:

- Prepare the document and oral presentation

Session 4: Step 3 – Interview and Video

Content:

- How to conduct an interview?
- How to make a video?
- Presentation of evaluation expectations
 - 3-5 minute video
 - Interview with 3 entrepreneurs

Session 5: Step 4 – Video Production

Content:

- Team coaching for 2 x 30 minutes
- Evaluation: group video project
- Video, content and form submitted on Upward

Assignments:

- Video: content and form

KEY TEXTS

1. N/A

MODES OF ASSESSMENT

Continuous Assessment (40%)	Group report	20%
	Written assessment	20%
Final Exam (60%)	Group video report	

MODULE DESIGN TEAM

- Author: *Ingrid Boutroy / Pascal Perriot*
- Reviewer: *Utkarsh Amitabh*
- External Reviewer: *Emanuela Giangregorio*