

## MODULE DESCRIPTOR

<b>TITLE</b>	Enterprise and Innovation: An International Perspective
<b>SI MODULE CODE</b>	44-7828-00S
<b>CREDITS</b>	15
<b>LEVEL</b>	7
<b>JACS CODE</b>	N100
<b>SUBJECT GROUP</b>	International Business
<b>DEPARTMENT</b>	Management
<b>MODULE LEADER</b>	Alex Anderson

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
36		114	150

### **MODULE AIM**

The role of enterprise and innovation in successful international market development is evident across all industry sectors. The concept of 'born global' is typical amongst SMEs, whose origins lie in entrepreneurial activity. Governments seek to encourage and nurture individuals and SMEs to develop their innovative flair as a way to build upon their countries competitive advantage and enhance international trade. This module will focus on exploring the nature of enterprise and innovation; the successes and the failures. It will consider the practical aspects of bringing ideas and innovations into the international business arena.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Explore how enterprise and innovation impacts on economies from a range of countries including the role within emerging markets (with particular reference to the Global Entrepreneurship Monitor).
2. Identify the different ways in which successful entrepreneurs have brought their product/service to the international market. Critically assess what has made these individuals and organisations so successful.
3. Evaluate the current role enterprise and innovation plays across a number of key international markets.
4. Evaluate the support available to individuals and SMEs in different international markets.
5. Develop the skills needed to successfully network and market yourself as well as the product/service you are seeking to bring to international markets.
6. Establish the different options available in raising funds to finance enterprise and innovation when developing products/services.
7. Develop the practical skills required to create a business plan for an international audience.
8. Implement the negotiation skills explored in International Management Competencies when dealing with stakeholders from different international markets including banks and potential investors.

9. Evaluate the different aspects of intellectual property protection and how applicable they are in different international markets.
10. Explore how to maintain an innovative approach as your business grows internationally and in highly competitive global markets.

### **INDICATIVE CONTENT**

- Key international players in the field of entrepreneurship and their approach to developing enterprise and innovation.
- Consideration of the different competencies of successful international entrepreneurs.
- The success and failure of spin-off organisations in international markets.
- Impact of support available in assisting entrepreneurs to develop their products/services in international markets.
- Developing the skills to produce business plans for international market development which meet the needs of a range of stakeholders including banks, family, potential investors (other companies seeking to acquire shares, venture capitalists, investment groups, etc)
- Negotiating skills when dealing with potential investors, business support agencies, accountants and banks in a range of international markets.
- Exploring avenues for financing enterprise and innovation when bringing new and existing products to international markets.
- Fully explore the importance of developing social and business networks
- Protecting your ideas ready for international market exposure.
- Exploring how to develop and maintain an innovative nature within an organisation which aims to position itself within competitive international markets; nurturing an innovative culture as your organisation grows internationally.

### **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The teaching and learning strategy will be a combination of tutor input and student activity. The tutor will introduce concepts surrounding enterprise and innovation in global markets, for the students to explore. The students will discuss their ideas on developing new ideas for international markets. Current case material across a range of sectors and geographical markets will be used to explore the concept of enterprise and innovation. Experience and expertise of the students will be discussed throughout the module, fully exploring what they feel the competencies of the successful international entrepreneur should be. The practical requirements for bringing ideas to market will be fully explored, again pulling on the experience within the group as well as industry specialists. Wherever possible, external speakers will be included, providing insight into their experiences and offering guidance and advice where applicable. Activity based learning is the fundamental approach adopted in the unit.

Additional features of learning sessions are:

- brainstorming sessions on attributes of the successful entrepreneur in global markets, reviewed as the module progresses;
- small group presentations (un-assessed), where groups present their approach to a particular topic around enterprise and innovation from an international market development perspective i.e. financing the innovation, effective networking, protecting the innovation, developing innovative culture;
- games and simulation to represent real life scenarios around developing ideas and bringing these to international markets;
- individual brief summary of student selected entrepreneurial journeys, exploring why they feel this particular story is important to discuss in the context of enterprise and innovation in international markets.

Assessment will be comprised of two elements:

### **ASSIGNMENT ONE**

Learners will work in pairs to prepare and deliver a poster presentation on an entrepreneur or entrepreneurial firm, which they feel has a) contributed to the home market economy and b) shown entrepreneurial and innovative development of international market expansion. This will include ideas on how these individuals or companies have raised their profile by using networking opportunities across international markets (30 % of module mark).

### **ASSIGNMENT TWO**

This will involve learners selecting one scenario from three, all of which will involve analysing the options open to the organisation and for the student to provide recommendations on developing an entrepreneurial/innovative approach for international market expansion. This will be an individual assignment, in a business report format. The report will include external environmental analysis, use frameworks to support the recommendations made and explore how sustainability can be achieved.

(70% of module mark; 3,000 words plus appendices).

### **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Individual Presentation	PR	30%		N
2	Written Assignment	CW	70%	3000 words	N

### **FEEDBACK**

Students will receive feedback on their performance in the following ways

Learners will be provided with verbal feedback on class activities. Review meetings will be held providing formative feedback on work in progress for assignment two. Written feedback will be provided for the assessed pieces of work. The written feedback will comment on how well the assessment criteria and learning outcomes have been met and will use a specially designed proforma. Learners will be able to clarify any outstanding issues after assignment one individually with the module tutor.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

### **Text**

Bessant J., Tidd J., (2007) *Innovation and Entrepreneurship*. John Wiley and Sons Ltd

Carter S and Jones-Evans D (2006) *Enterprise and Small Business*, 2<sup>nd</sup> Edition. FT Prentice Hall London

CASSON, M, et al. (2006). *The Oxford Handbook of Entrepreneurship*. Oxford, Oxford University Press.

Cavusgil, S. Tamer, Knight G (2009) *Born global firms: a new international enterprise* New York: Business Expert, 2009

Chell E. (2001) *Entrepreneurship: Globalisation, Innovation and Development*. Thompson learning

DANA, Leo-Paul (2004). *The Handbook of Research on International Entrepreneurship*. Cheltenham, UK, Edward Elgar Publishing Ltd.

DANA, Leo- Paul (2011). *World Encyclopedia of Entrepreneurship*, Cheltenham, UK, Edward Elgar Publishing Ltd.

DANA, Leo-Paul (2009) *Handbook of Research on Asian Entrepreneurship*, Cheltenham, UK, Edward Elgar Publishing Ltd.

DANA, Leo-Paul (2010) *Handbook of Research on European Business and Entrepreneurship*, Cheltenham, UK, Edward Elgar Publishing Ltd.

DANA, Leo-Paul (2007) *International Handbook of Research on Indigenous Entrepreneurship*, Cheltenham, UK, Edward Elgar Publishing Ltd.

GULATI, Ranjay (2007). *Managing Network Resources: Alliances, Affiliations and other Relational Assets*. Oxford, New York, Oxford University Press.

Lowe, R., Marriott, S (2006) *Enterprise: Entrepreneurship and Innovation. Concepts, Contexts and Commercialization*. Elsevier Butterworth-Heinemann

Sheshinski E, Strom R, Baumol W J (2007) *Entrepreneurship, innovation and the growth mechanism of the free-enterprise economies*, Princeton, N.J.: Woodstock: Princeton University Press (2007)

Stokes D & Wilson N (2010) *Small Business Management & Entrepreneurship* 6<sup>th</sup> Edition Cengage Learning London.

### **Organisations**

Global Entrepreneurship Monitor

<http://www.gemconsortium.org/>

SENTA

UKTI

Enterprise Centre

International bodies engaged with Enterprise in relevant home market countries

A Blackboard site will be designed for the module and will include seminar preparation activities, key journal readings, and multimedia resources e.g. those produced by the UK government.

### **World Encyclopaedia Of Entrepreneurship**

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	Y
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	N/A

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	27/01/2014	11/05/2014
Course Intake 2	30/09/2014	20/12/2014
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
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If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	Y

\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	