

MODULE DESCRIPTOR

MODULE TITLE	Entrepreneurship and Innovation		
Module Code	44-7947-00C		
Level	7		
Credit Points	15		
Indicative Assessment Tasks & Percentage Weightings	100% Coursework		
Pre-Requisite Modules (if applicable)	None		
Delivered according to Standard Academic Calendar	Long: 2 semesters	Short: 1 semester	Other delivery pattern:
YES	NO	NO	BLOCK

1 MODULE AIMS

This module aims to:

- Introduce you to the skills, attitudes, knowledge, and techniques needed to sustain innovation in organisations;
- Enable you to gain insight of how entrepreneurship characteristics can be acquired and applied to many situations: new starts, small and large firms, private, public and not-for profit sectors;
- Encourage you to consider how, as managers, you might create a climate in which innovation can flourish.

The three aims relate to the management mindsets of the change manager, the effective manager and the reflective leader.

2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Apply appropriate theories and frameworks that underpin entrepreneurship and innovation
2. Recognise the different contexts in which innovative skills and behaviours arise
3. Understand the relationship between individual and organisational enterprise
4. Identify the personal factors that influence entrepreneurial activity in a range of different contexts
5. Develop innovation strategies that are appropriate for different market contexts
6. Demonstrate knowledge and understanding of the challenges faced by organisations (of all sizes and sectors) in implementing innovative approaches

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

The learning philosophy aims to encourage you to develop analytical, critical and creative patterns of thought.

During block workshops, keynote sessions (lectures/theoretical input) will be used to ensure that participants understand relevant theory, tools, and practice. Study is underpinned by core textbooks and recommended readings, and is informed by relevant research.

Where relevant, visiting lecturers will be used to provide insight into best practice, or to offer their experiences as a catalyst to debate of pertinent contemporary issues.

Seminar type discussions will encourage you to share and compare experiences, apply theory to practice, and evaluate the effectiveness of the models and concepts introduced during the module.

Individual, small group, and whole group exercises will offer a variety of learning experience. They will allow you to reflect on your own learning preferences and consider how you might make the most of your own knowledge, skills and attitudes to improve your ability to lead and manage in enterprising organisational contexts. Formative feedback on progress in learning will be provided through these exercises and discussions.

A Blackboard site will be provided, which will contain learning materials, useful references to supporting information sources and references. It will also provide a facility for discussion boards and the sharing of information and resources between the participants.

The assessment will ask you to apply theory and concepts to real workplace projects, and include reflection on your own contribution towards finding effective solutions to problems and/or implementing entrepreneurial strategies. Where appropriate, these projects may lead to the development of case studies for use in teaching. The practical nature of the work means that there is strong emphasis on developing skills in researching organisations.

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	100%		

4 INDICATIVE MODULE CONTENTS / TOPICS

Part 1: Creativity, Innovation and Entrepreneurship

Entrepreneurship

Entrepreneurial behaviour

Entrepreneurial learning

The contexts in which entrepreneurial behaviour arises

Sources of Innovation

Incremental and breakthrough innovation

Industry re-invention

New market space, new value

Nurturing and capitalising on creativity

Creative thinking and opportunity identification

Innovation diffusion

Creating a climate where innovative people can flourish - leadership and team working

Part 2: Innovation and Entrepreneurship in practice; decision making and developing a business proposition

Strategic options and decision-making

Alternative approaches to managing innovation

Entrepreneurial strategy (formation and choice)

Criteria for decision making

Developing entrepreneurial strategy

Planning from idea to commercial success

Market sensing not market information

Developing the business model

Value proposition

The value proposition

Core competences and new sources of competitive advantage

Exploiting the organisation's assets to improve competitiveness

Part 3: Sustaining innovation and enterprise

Managing growth, success and failure

Maintaining growth at different stages of the life cycle

Learning the lessons of success

Learning from the failure of innovative strategies

Implementation, overcoming the barriers, and assessing effectiveness

Developing an implementation strategy

Accessing essential resources

Managing change and developing an innovative culture

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**
- **THIS INFORMATION CAN BE FOUND IN**
 - the module handbook
 - the module blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

According to the Assessment Strategy 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 Strategy)	Task No.
	1

MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review